

# Electrical Merchandising

The Business Magazine of the Electrical Trade

McGraw-Hill Publication

DEC 9 1929

DECEMBER, 1929




A reminder to the  
washing machine dealer

If it has a ~ ~

**LOVELL**  
**WRINGER**

it has a  
**PRESSURE  
CLEANSER**



*and Pressure is needed if clothes are to be entirely clean—  
therefore "the Better the Wringer  
the Whiter the Wash."*

# The Biggest Year In Telechron History

## And 1930 Will be GREATER.



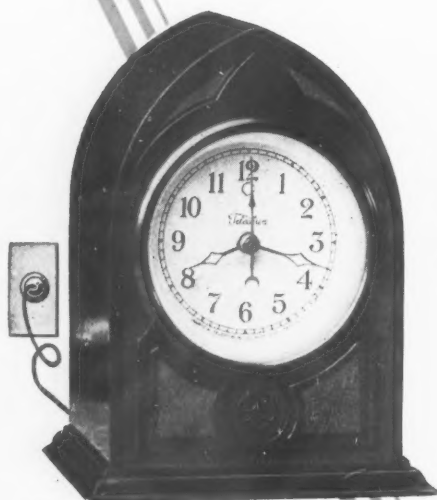
"I feel that electrical clocks, operated on the Telechron principle, will ultimately become the universal timepiece."

(Signed)

ROGER W.  
BABSON  
Babson Park,  
Mass.

During the past year, sales of Telechron springless electric clocks have increased tremendously the country over.

The inauguration of our Authorized Dealer Franchise has brought far-reaching benefits to dealers in every section. Many new installations of Warren Master Clocks—the ONLY INSTRUMENT USED BY POWER STATIONS TO CONTROL THE FREQUENCY OF THEIR CURRENT FOR TIMEKEEPING PURPOSES—have opened up new fields for sales of Telechron Electric Clocks. There is every assurance of a still greater, more profitable year for Authorized Telechron Dealers in 1930.



**CATHEDRAL—\$14**

Case, Bakelite. Finish, Mottled Walnut. Three-inch Silvered Dial Height 7 $\frac{3}{8}$ . Width 5 $\frac{1}{8}$ . Depth 3 $\frac{7}{8}$ .

**WARREN TELECHRON CO.,**  
1251 Main St., Ashland, Mass.

Please send me your booklet "A VALUABLE FRANCHISE."

Name .....

Address .....

**Telechron**  
—the Springless Electric Clock  
**WARREN TELECHRON CO.**  
ASHLAND, MASS.

In Canada, Canadian General Elec. Co., Toronto

Foreign Representative:  
International General Electric Co., Schenectady, N. Y.

You simply plug a Telechron clock into an electric outlet and set the hands correct. Instantly, the *self-starting*, patented Telechron Motor drives the hands in step with the regulated impulses of alternating current, perfectly controlled by the power station's Warren Master Clock, which is checked daily with radio time signals sent out by the U. S. Naval Observatory. Telechron clocks *must* keep exact time—constantly. They require no winding, oiling or regulating. Made in half a hundred beautiful case designs, including many with chime and strike features, from \$14 to \$1200. Advertised regularly in 10 great nationally-read magazines, supplemented by "Telechron Time and Chime" broadcasts over scores of popular radio stations.



Are you selling Telechron Clocks—a quality line that offers electrical dealers the biggest sales opportunity since the introduction of radio? Here is your opportunity—right now—to qualify for the Authorized Telechron Dealer Franchise for 1930. Mail the coupon!



# NEW MAZDA LAMPS

## *—and new business for you!*

**A**MERICA has learned to love luxuries—and to demand them. The 20th century mind takes necessities for granted—and concentrates on the less ordinary things that make life more livable.

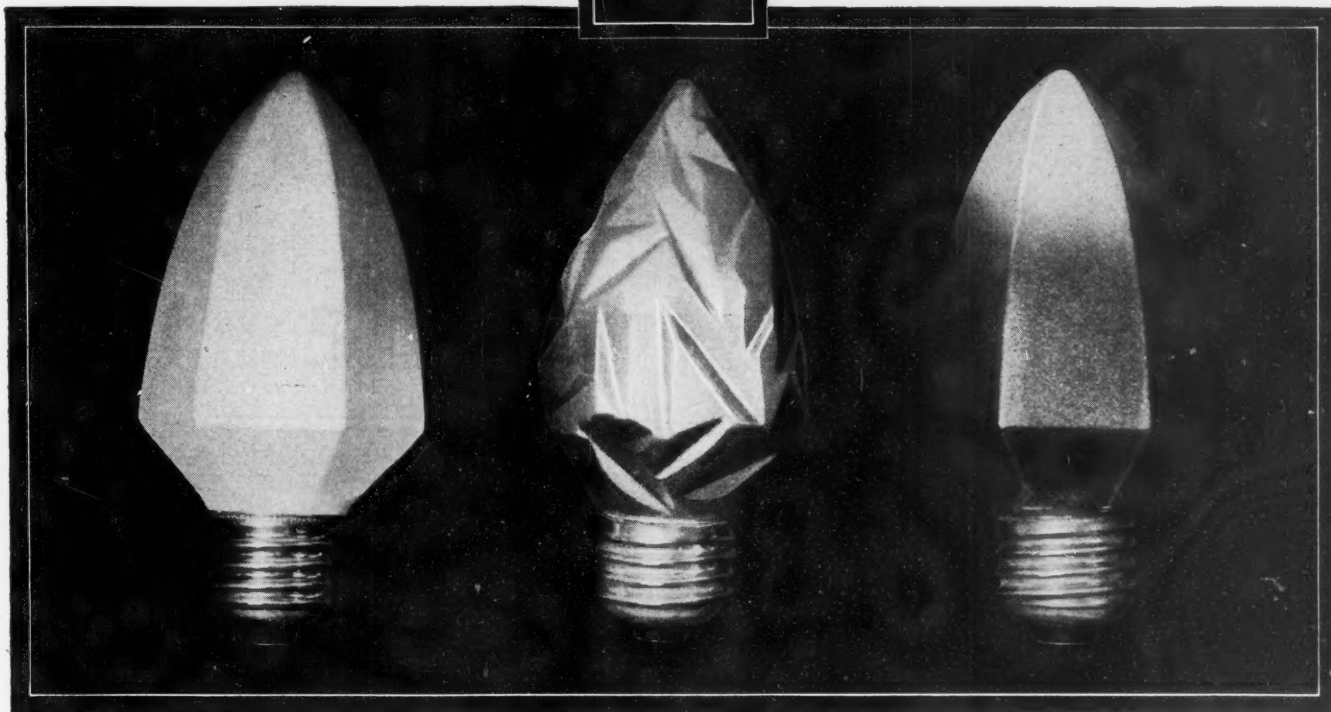
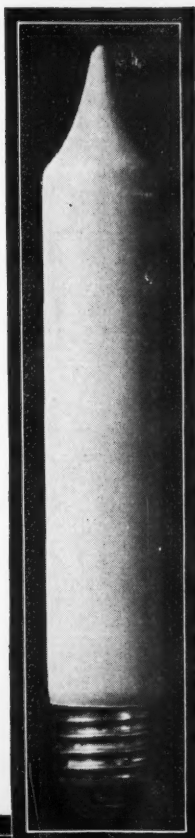
Your customers of electrical supplies are invariably of this mind. Specifically, they have discovered that incandescent lamps are instruments of beauty as well as of utility. They demand variety and cheer in the home atmosphere, and know that incandescent lamps can produce these effects.

A new line of National MAZDA decorative lamps has been created to meet the demand for lamps that express the modern mode. Lamps people want . . . lamps whose sales will double your volume of

business in the decorative line . . . lamps which lend themselves in perfect accord with the finest fixtures, the most refined appointments.

A new candle lamp in ivory finish at 75 cents list, a Gothic lamp in ivory, black-on-ivory, or rose-on-gold listing at 50 cents and a Modernistic Flame lamp likewise at 50 cents list, which catches all the charm of color and pattern in the cheeriest of flames—they are thoroughbreds in a field that will be at its best in the holiday season directly ahead.

Feature the new National MAZDA line of decorative lamps at once, and you will tie in effectively with a campaign of National advertising which is introducing them to the public.



National  MAZDA Lamps  
GENERAL ELECTRIC

*The best*  
**INDEX**  
to the character  
of an appliance

— is —

*heating element of*



OR **Nichrome**

THROUGH a generation of research and development this company has built solidly until today it operates the largest plant in the world devoted to alloy products . . . .

. . . . melting furnace, rolling mills, technical control over every step of fabrication—plus the priceless ingredient EXPERIENCE assure not only quality but UNIFORMITY of quality, impossible to obtain by lesser qualifications.

**DRIVER-HARRIS COMPANY**  
**HARRISON, NEW JERSEY**

In Canada—The B. Greening Wire Co., Hamilton, Ont.

# A Seller for Christmas *and every day in the year*

## THE JOHNSON *Electric* FLOOR POLISHER

If you sold forty units of a \$29.50 appliance in one week, you'd be inclined to put that appliance in your Christmas window, wouldn't you? And keep it there a long while

after, as long as you had any in stock!

This is the sales story of one Johnson dealer, the May Company, Los Angeles. And it is the sales story of hundreds of other electrical dealers throughout the country. When the Northwestern Electric Company of Portland, Ore. sold 35 machines in three weeks, the Gas and Electric Appliance Company of Cleveland, 72 machines in one week's advertising, and the electrical department of the Jordan Marsh Company, Boston, an average of ten machines a week for three months, they were not setting a record. *They were setting a pace!*

Johnson dealers know, and we know, that whatever Christmas sales records may be, the Johnson Electric Floor Polisher, with more advertising behind it than any other electrical appliance except Frigidaire, is a best seller 365 days out of the year. And for Christmas, its possibilities are as great as any appliances that ever nestled in a bed of holly in a window display.

Will you give us the chance to get your Christmas stock to you without delay? Mail the coupon today!

**S. C. JOHNSON & SON**  
*"The Interior Finishing Authorities"*  
RACINE, WISC.

S. C. Johnson & Son, Dept. EM12, Racine, Wisc.

Gentlemen: Please send me information on your special Electrical Dealers' proposition on the Johnson Electric Floor Polisher.

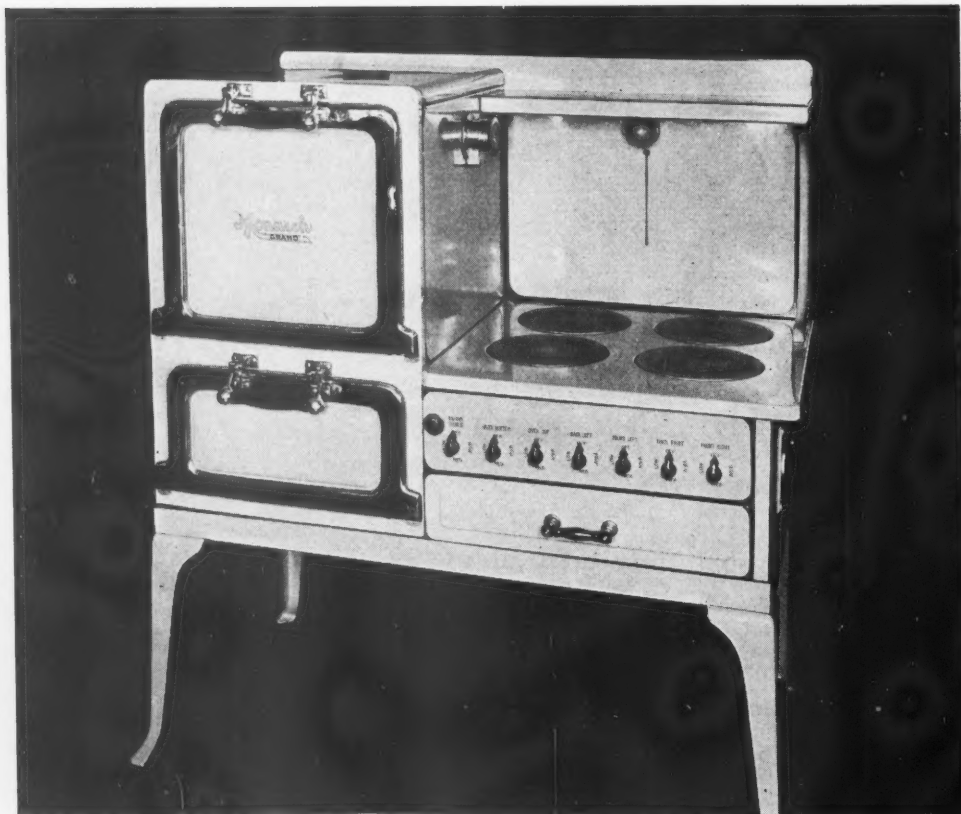
Name .....

Street .....

City ..... State .....







Made by Malleable Iron Range Co., Beaver Dam, Wis. Monarch Electric Ranges are equipped with Chromalox high-speed, surface units. The convenience, cleanliness and efficient heat-storing qualities of this type of heating unit helps to quickly sell electric ranges. They have done much to help popularize this modern cooking equipment. Chromalox units are also used exclusively in Monarch Hot Water Heaters and Monarch Commercial Ranges.

{Below} Star Electric Grill made by Star Mfg. Co., Inc., St. Louis, Mo. For hamburger or hot dogs with a lower compartment for keeping rolls, buns, pie, etc., warm. Makes six slices of toast in two minutes. All aluminum. Chromalox Ring Units supply quick heat.



{Above} Popular type Electric Percolator made by Continental Silver Co., New York City. Photograph shows No. 7 Percolator Set. Another appliance made trouble-free from the very start by being Chromalox-equipped.

{Next Page} New and instantly popular! Everhot "Waf-fil" Baker. Latest of electrical appliances of Swartzbaugh Mfg. Co., Toledo, O., which is enjoying such a remarkable sales success.

# *Fast selling...quick heating because they are equipped with embedded type<sup>★</sup> units*



Each a sales success. Each a fine profit-maker. All of them helping to sell more appliances by their consistently satisfactory performance. Always ready to go at the turn of the switch. And ready to keep on going for four and five years at a stretch because: Chromalox heating units have more inherent strength both structurally and electrically. Overvoltage and resulting overwattage doesn't affect them. Here are heating elements that withstand the wear and tear of everyday use.

What better way can manufacturers back their dealers than to use these patented Chromalox elements that supply quick heat to cook tempting foods . . . perk delicious coffee . . . bake waffles and tempting things that melt in your mouth? Selling Chromalox-equipped appliances is bringing healthy repeat business and definite profits to hundreds of jobbers and dealers. Write for literature on the following products, checking the ones you are interested in. No obligation.

Air Heaters, residential  
Air Heaters, industrial  
Automobile Heaters  
Bath Cabinets  
Bakery Equipment  
Beauty Parlor Equip.  
Burning Brands  
Coffee Urns  
Clothes Dryers  
Dining Cars  
Doughnut Machines

Food Warmers  
Glue Pots  
Health Lamps  
Hospital Equipment  
Hotel & Res. Equip.  
Incubators & Brooders  
Infra Red Ray Lamps  
Irons  
Metal Pots  
Ovens, Drying & Baking

Pancake Bakers  
Percolators  
Popcorn & Nut Machines  
Ranges, Dom. & Hotel  
Sandwich Toasters  
Siphonators  
Waffle Irons  
Waffle Bakers  
Water Heaters, Domestic  
Water Heaters, Poultry  
Water Still

★ *having the resistor embedded in refractory material under hydraulic pressure and baked at red heat.*

# **Chromalox**

## **ELECTRIC HEATING UNITS**

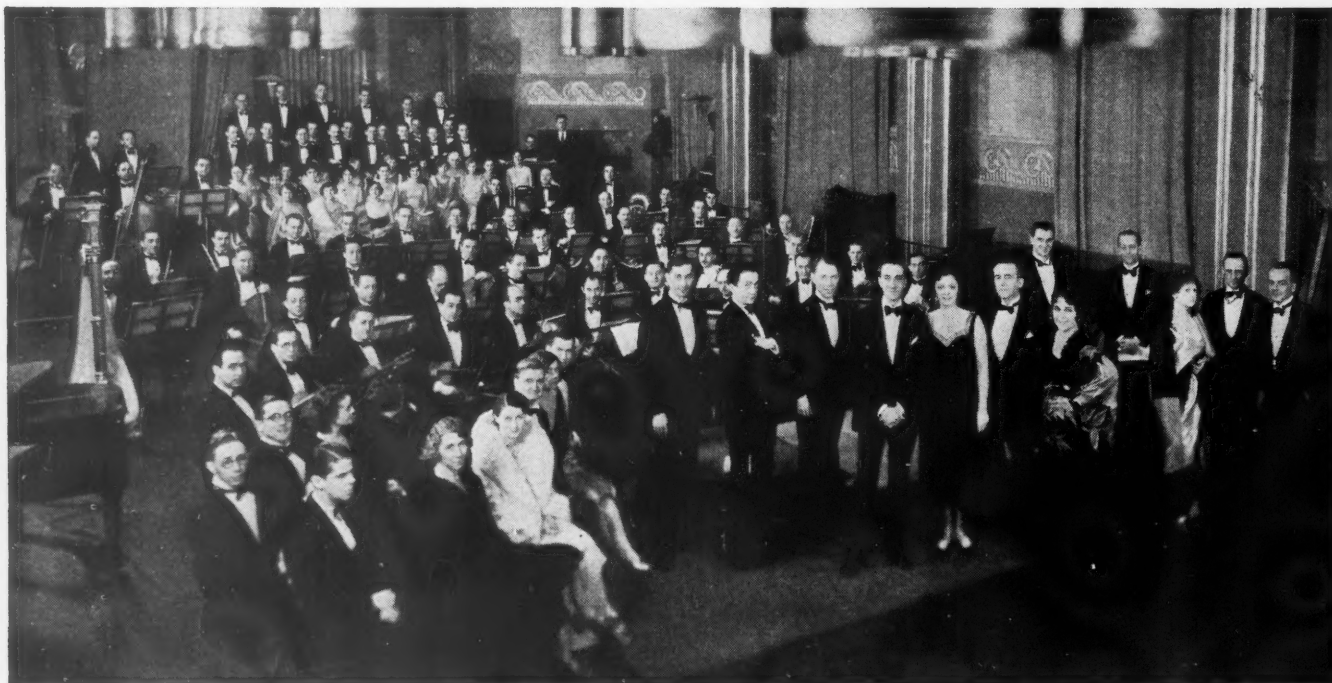
*Manufactured Exclusively by Edwin L. Wiegand Company, 7500 Thomas Boulevard, Pittsburgh, Pa.*  
SOLE LICENSEES: Canadian Chromalox Co., Ltd., Toronto, Canada ABROAD: Geo. Bray Co., Leeds, England

# TUNE IN

## DECEMBER 11

### THE ROMANCE OF AN ELECTRICAL CHRISTMAS

Westinghouse invites you to tune in . . . 7:30 p. m., Eastern Standard Time, for the sixth of a series of new and distinctive radio programs . . . a "Westinghouse Salute" to the electrical dealers of America . . . December 11th. A radio reminder to your customers to make this an electrical Christmas. An orchestra of 50 pieces, a wordless chorus of 40 voices, full cast of actor-stars from the legitimate stage . . . through a coast-to-coast NBC network of 34 stations, including KDKA, WBZ, WBZA and KYW.



The Studio Cast of a "Westinghouse Salute"

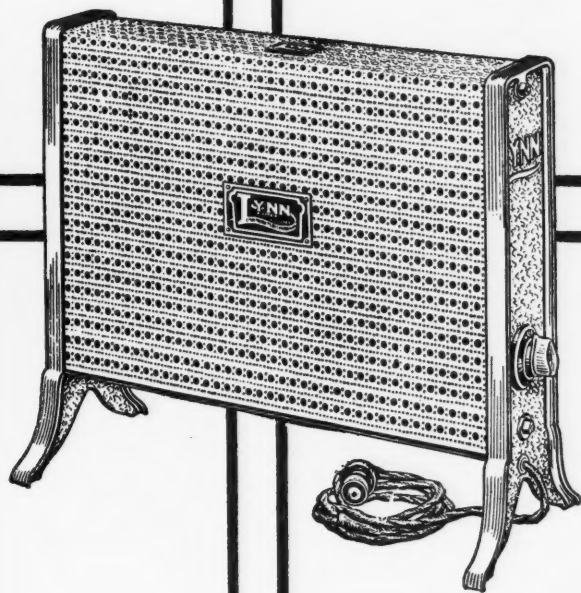
# Westinghouse



**SALUTES THE ELECTRICAL DEALERS OF AMERICA**



# *The* **LYNN** **ELECTRIC** **RADIATOR**



## *Style Merchandise*

**AND** now . . . a new and different type of Electric Heater for your customer. Well built and good looking as the finest type radiator. Designed to circulate moist, healthy heat by means of proper humidification. Manufactured by one of New England's oldest and largest builders of high-grade machinery . . . to sell the year round.

## *All-year Selling Points of the LYNN*

1. Circulates healthy heat
2. Equipped with humidifier
3. Plugs in any wall outlet
4. Operates on a maximum of one kilowatt of current per hour
5. Good looking—lasts a lifetime
6. All heating parts are enclosed

**Retails  
for  
\$25.  
Attractive  
Discounts  
to the trade**

## ***Distributors Wanted!***

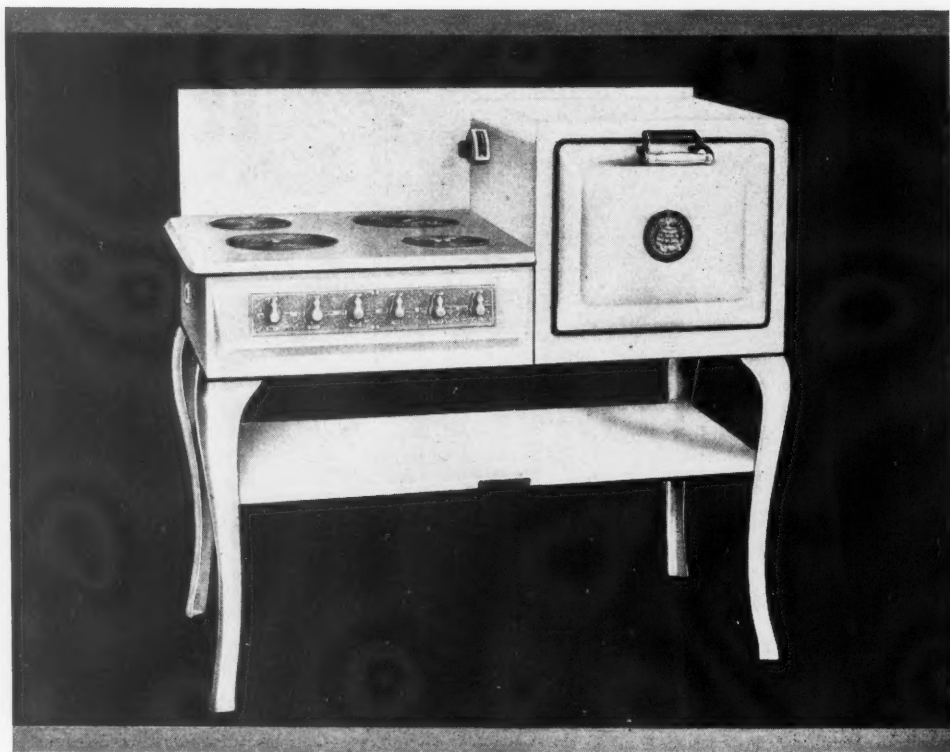
Write now for complete details regarding the LYNN FRANCHISE and special introductory offer for sample heater.

**LYNN PRODUCTS CO. LYNN, MASS.**

*"Cold Corners are Cosy Corners Now"*

# INTRODUCING

## —*Electric Belle* . . .



Here is a beautiful range that is built to "excel and outsell." Compact with hot plates conveniently arranged—switches properly spaced—three heat regulations, high, low and medium—a roomy oven. It is easily cleaned.

Every electrical dealer should know about this new range. The coupon is for your convenience. Send it along.

**ELECTRIC BELLE RANGE COMPANY**  
*Manufacturers of*



*Products*

Electric Belle Range Co.  
 Huntsville, Ala.

Please send the whole story on the New Electric Belle Range!

Name .....

Address .....

HUNTSVILLE, ALABAMA

**IN THE HEART OF  
 THE MUSCLE SHOALS  
 DISTRICT**

## You can't make a false move

Here's a way to catch the puzzled gift buyer! Show him how to have an *electrical* Christmas...by helping him pick from Graybar's varied line of quality electrical products. Appliances...Radio...Stimulator... There's no end of gift possibilities! And every product backed by Graybar's 60 year reputation. You can't make a false move with Graybar.

# GraybaR

Successor to Western Electric Supply Dept.



Tune in on the Graybar hour:  
9.00 to 9.30, Eastern Standard  
time, every Saturday night...  
Columbia Broadcasting system.

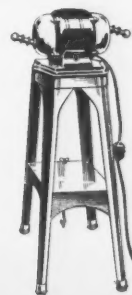
Start here...with the Handy Cleanerette (below). A gift suggestion with a touch of novelty—but mighty practical. Cleans carpets, drapes, the interior of the car. Weighs 4 pounds.



Can vacuum cleaners be beautiful? They certainly can! One should see the new Graybar "Golden Jubilee" cleaner (right). It's maroon-silver-and-black—a beauty! And remarkably inexpensive.



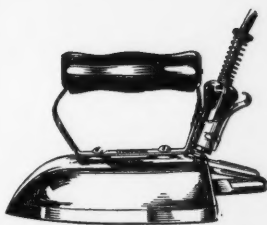
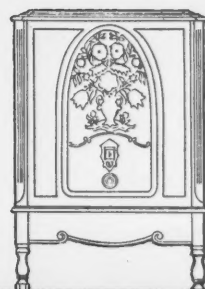
To start the holidays—and every day—right—a Graybar Stimulator (above). Trims up figures. The "best seller" of the season. Complete, with special free table.



To banish winter chills. There's plenty of Christmas cheer—and warmth—stored in this safe, portable reflector heater (right). Prospects? Babies, grown-ups, grandparents.



For a *real* Christmas gift—Graybar Screen Grid Radio. Has "tone color"! Model 550 (right) is the last word in radio—with electro-dynamics speaker, beautiful cabinet. Other models, too.



The Graybar Electric Iron (left) is always an acceptable gift. Housekeepers like this one because it's so quick-heating... with a cool handle... and "heel rest" and long-lived heating element. (Graybar has an Ironer too... combined with a Kitchen Table).

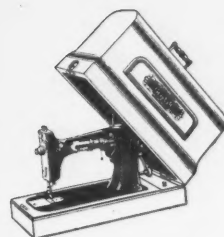


The Graybar "Whirl-dry" (left) makes a Christmas gift that can't be beat. Built for small washing jobs—baby's clothes, for instance. For larger washes, there's the Graybar "Two-Speed".

Always good—Manning-Bowman Percolators, which combine beauty, utility, and quality. All styles—all prices. Also a complete line of toasters, waffle irons, and table stoves, at inviting prices.

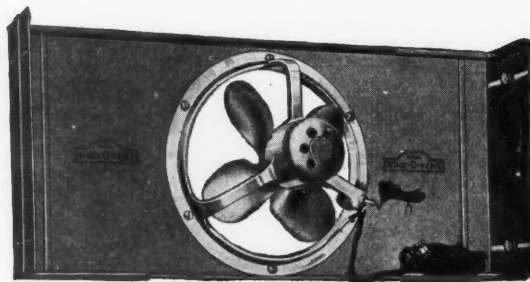


And have your customers seen the Graybar portable Sewing Machine (right)? Tucks out of sight when not in use. Silent, built-in motor. Dependable, and easy to operate.



Offices in 73 Principal Cities. Executive Offices: Graybar Electric Company, Graybar Building, New York, N. Y.





## Sell "better ventilation" and make money on fans every month in the year

EVERY home, store, factory, restaurant, hotel, theatre, apartment house, etc., is a prospect for better ventilation—either for additional equipment, replacements or an initial installation. Here is an all-year-round, continuous buying, profitable field for the dealer to cultivate.

There is a Diehl Fan for every ventilating need. The dealer or jobber, therefore, need not carry but one line of fans to meet varying requirements. Diehl Fans are attractive in appearance, quiet running, dependable, economical in current consumption, reasonable in price.

Sales helps in the form of window displays, posters, display stands, envelope stuffers, catalogs, etc., are available to help the jobber and dealer sell more ventilating equipment.

## Diehl Manufacturing Company

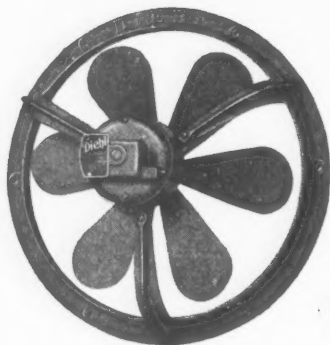
Electrical Division of THE SINGER MANUFACTURING CO.

Elizabethport, New Jersey

ATLANTA—BOSTON—CHICAGO—NEW YORK—PHILADELPHIA  
ST. LOUIS—DALLAS—PITTSBURGH—COLUMBUS



Exhaust Fans  
with totally  
enclosed direct  
connected mo-  
tors, 18 to 48  
inches.

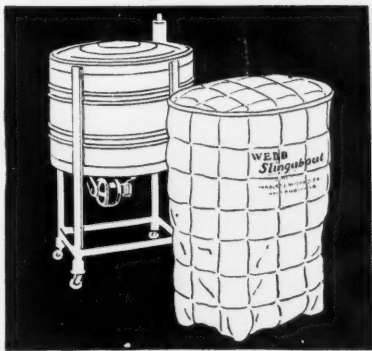


Flat Blade  
Ventilating  
Fans, 12 and  
16 inches.

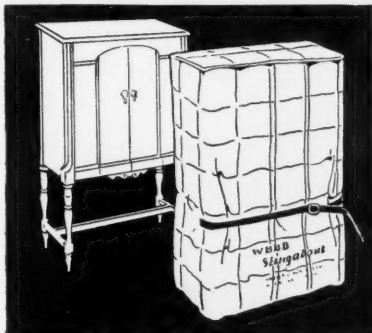


Bucket Blade  
Ventilating  
Fans, 9-12-15  
inches.

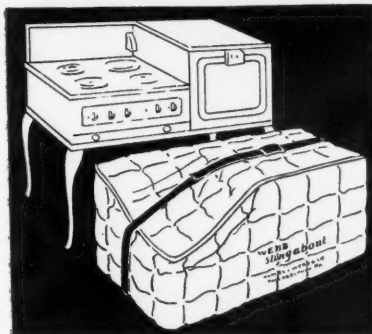
# DIEHL



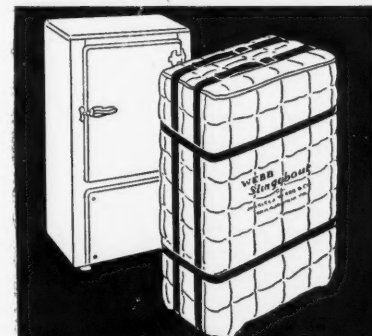
WASHERS



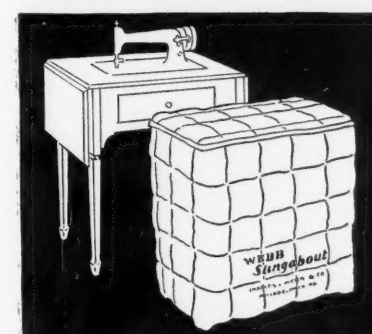
RADIOS



RANGES



REFRIGERATORS



SEWING MACHINES



## PROTECT *that Eye-Value!*

Beauty . . . *eye-value* . . . makes the first appeal to buyers of electrical appliances today. And this beauty of material and finish must be protected against the bumps and bruises incident to delivery.

WEBB Slingabouts give this protection. These thickly-padded, flannel-lined canvas jackets, tailored to fit the appliance, give maximum protection all the way from your warehouse to your customer's home.

WEBB Slingabouts are *attractive*. Their appearance is thoroughly in keeping with the fine

merchandise they so effectively protect.

WEBB Slingabouts are *durable*. They can be used over and over again.

WEBB Slingabouts are *economical*. Because they eliminate the expense of refinishing . . . because they speed up deliveries . . . because they build customer-satisfaction, they save their cost in the first few deliveries.

Washer . . . radio . . . range . . . refrigerator . . . sewing machine . . . there is a WEBB Slingabout to fit every make and model. Tell us what lines you handle and we will gladly quote prices.

**WEBB**  
*Slingabout*  
TRADE MARK REGISTERED

CHARLES J. WEBB & CO., 116 Chestnut Street, Philadelphia, Pa.



Unit of  
Union Carbide and  
Carbon Corporation

## Give yourself this Christmas present!—a pocket- book of extra profits

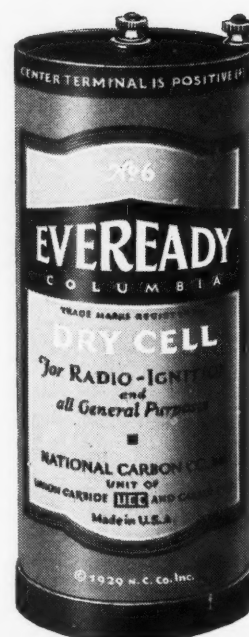
MAKE an extra profit on Eveready Dry Batteries during the Holiday season. These batteries are extraordinarily suited for Christmas selling. Show your customers how Christmas can be improved with Eveready Dry Batteries—then start oiling up the cash register!

Tell them that Eveready Dry Batteries will put Christmas cheer in overworked doorbells. They'll want their doorbells to ring when their friends make their Christmas calls! Eveready Dry Batteries are just the thing to run the kiddies' toys as often and as long as they want—safe, shock-proof and portable. Where houses are not wired for electricity a string of small bulbs attached to three or four batteries will decorate a happy Christmas tree — *without danger of fire.*

Many other Christmas ideas will occur to you. Order your Eveready Dry Batteries from your jobber today!

NATIONAL CARBON COMPANY, INC.  
New York                      Chicago                      San Francisco  
Atlanta    Kansas City

# POWER





# The New SWEEPER-VAC

## FLOOR POLISHER



**\$29.50**

EAST OF ROCKIES

The \$29.50 household polisher is rapidly becoming a fast-selling appliance.

The Sweeper-Vac Polisher is unique in many respects. It is genuinely light in weight. All mechanism is encased. It handles easily and does not swing out of line. Attractively finished in a brilliant green with a black highlighted handle, it is appealing to the feminine buyer.

Its fast-speeding, correctly designed brush delivers remarkable polishing efficiency. Two small auxiliary brushes help in polishing close to the baseboard.

The Sweeper-Vac is masculine in power but feminine in use. It is amply powered by 1/6 horsepower Universal motor. The polishing brush revolves 2,000 R.P.M. on ball-bearings and is 4" in diameter and 7" long. A steel housing of brilliant green provides protection for and from moving parts.

A lamb's-wool wax-applying dauber and small can of liquid wax are included with every polisher.

## *Three full-size models of the*

# SWEEPER-VAC ELECTRIC CLEANER

## *meet every trade requirement*

Now, from one manufacturer, you obtain the complete line of vacuum cleaners so essential to the present trend of selling. The Sweeper-Vac line is unusual since each cleaner is full-size in every respect. For those who want the best, sell the De Luxe Sweeper-Vac. It has a ball-bearing motor; an advanced type of motor-driven brush which features a special pulsating-sweeping action and extremely powerful suction. It is a complete housecleaning system with such plus features as the exclusive Vac-Mop for suction cleaning bare floors, a Spraying Device and Floor Polisher Attachment.

At \$39.50 retail east of the Rockies the Standard Sweeper-Vac with motor-driven brush and ball-bearing motor offers remarkable value.

In the straight Suction field the Sweeper-Vac Model 10 at \$29.50 east of the Rockies is amazingly efficient with its 14-inch high-velocity nozzle.

FOR INFORMATION WRITE TO

# M. S. WRIGHT CO. . . . WORCESTER, MASS.



# EVEREADY RAYTHEON TUBES

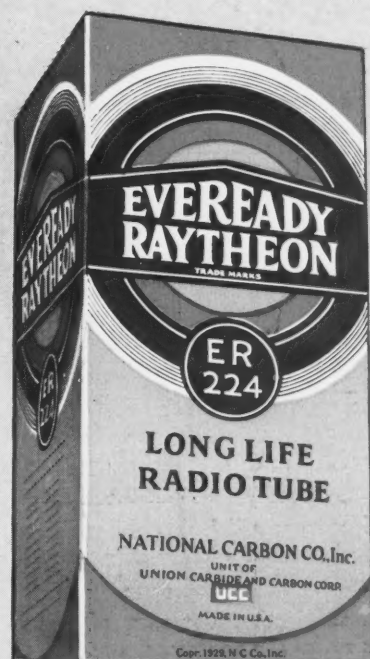
## 4-PILLAR TUBES

### BRING GREATLY IMPROVED RECEPTION

MAKE SURE your customers enjoy the best possible results from their present receivers—tell them what an amazing improvement new Eveready Raytheon Tubes will make. People everywhere, using these fine tubes in their receivers, report increased distance, more power, improved tone and quicker action.

The reason for Eveready Raytheon superiority is clear if you examine one of these tubes. They are so strongly built that none of the jolts and jars of shipment and handling can impair their rigidly tested performance. Look at the sturdy, four-cornered glass stem at the base of the elements. See how rigidly it holds the four strong pillars supporting the elements. Notice how the elements are fastened at each side as well as at the ends. See how the entire construction is further braced at the top by a stiff mica plate. This is the exclusive, patented Eveready Raytheon 4-Pillar construction which makes these tubes stronger than any others.

When Eveready Raytheon Tubes are built, their elements are spaced with greatest accuracy to assure the finest reception. Their unique 4-Pillar construction preserves this accuracy. Eveready Raytheons come to you and go to the receivers of your customers in the same perfect condition as when they leave our laboratory test-room . . . ready to deliver all their superb performance. That is why you can get the most from any receiver by putting a new Eveready Raytheon in each socket.



#### 4-PILLAR SCREEN GRID

EVEREADY RAYTHEON SCREEN GRID TUBE ER 224. The weight of the four large elements in this type of tube makes the exclusive Eveready Raytheon 4-Pillar construction vitally important.



# 4-PILLAR TUBES



Trade-marks

## MARVELOUS RECEPTION WITH EVEREADY RAYTHEON TUBES OF ALL TYPES

THE EVEREADY RAYTHEON line is complete, with tubes for A. C. and battery-operated receivers, and tubes for television and talking movies. In Eveready Raytheon Screen Grid Tubes, the *4-Pillar construction* assures unusual and startling performance. We also make the famous B-H rectifying tube for "B" eliminator units, for which there is a big market.

NATIONAL CARBON CO., INC.

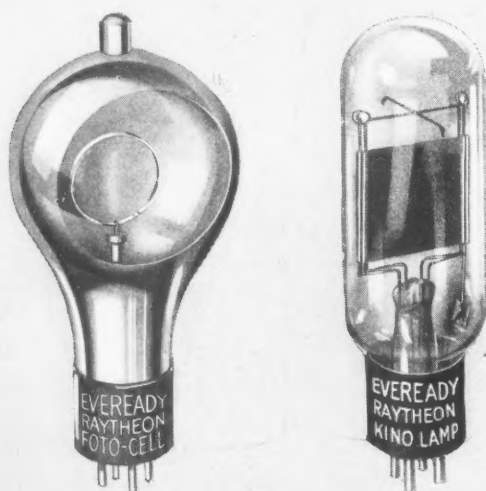
General Offices: New York, N. Y.

Branches: Chicago Kansas City

New York San Francisco



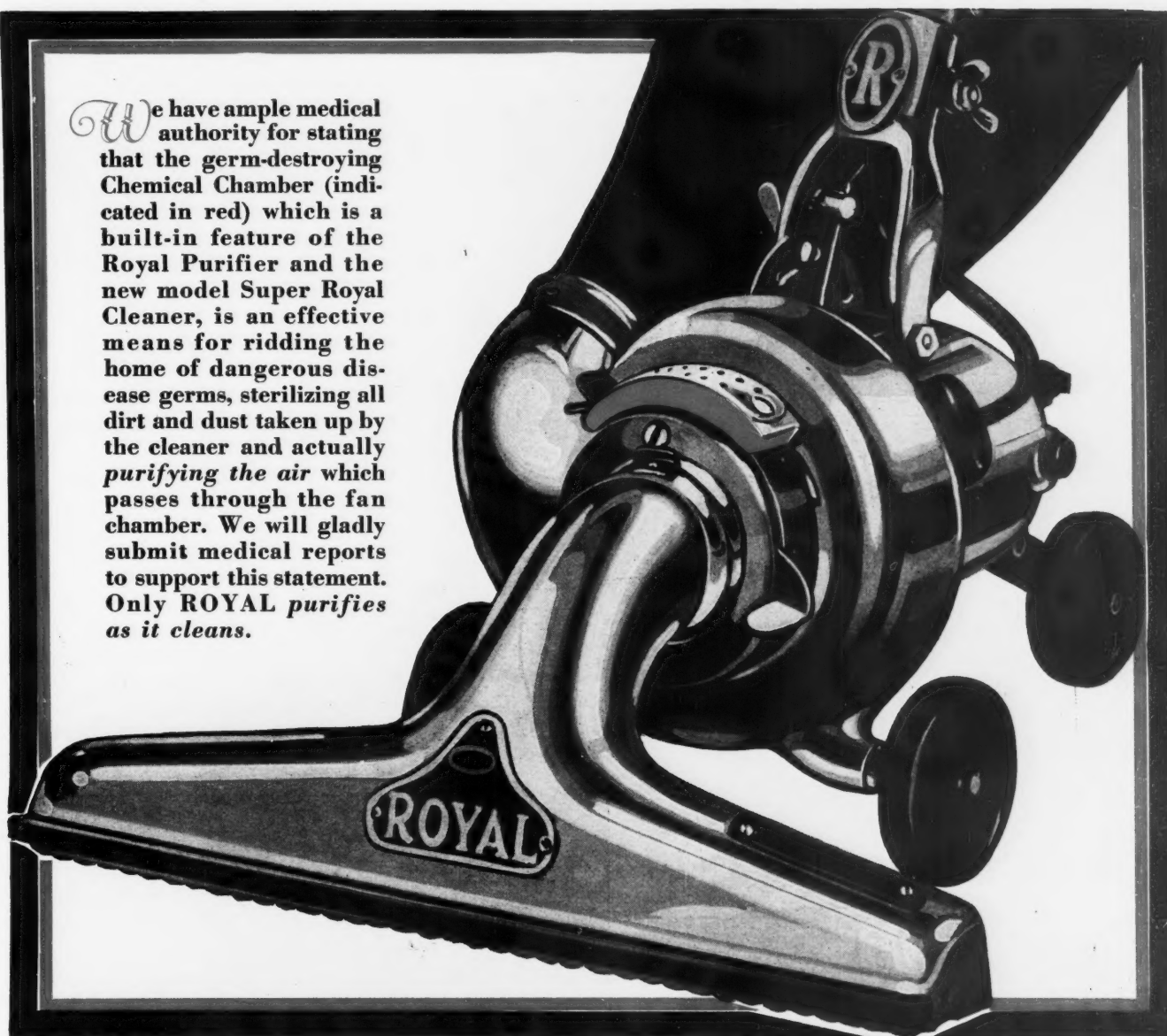
Unit of Union Carbide and Carbon Corporation



THE EVEREADY RAYTHEON **Foto-Cell** is a long-life transmitting tube for talking pictures and television.

THE EVEREADY RAYTHEON **Kino-Lamp** for television reception is the first tube developed commercially which will work with all systems.

*We* have ample medical authority for stating that the germ-destroying Chemical Chamber (indicated in red) which is a built-in feature of the Royal Purifier and the new model Super Royal Cleaner, is an effective means for ridding the home of dangerous disease germs, sterilizing all dirt and dust taken up by the cleaner and actually *purifying the air* which passes through the fan chamber. We will gladly submit medical reports to support this statement. Only ROYAL purifies as it cleans.



# ROYAL

## PURIFIER



is not only a new cleaner but a NEW KIND of cleaner. It gives you an entirely different approach to the customer and enables your salesman to put on a marvelous NEW type of demonstration which breaks sales resistance down and piles profits up.

*Why sell a cleaner that does less than Royal?  
You wouldn't if you knew the facts. Write.*

**The P. A. GEIER COMPANY**

540-560 East 105th Street . . . Cleveland, Ohio

In Canada:  
CONTINENTAL ELECTRIC CO., Ltd., King Street, East, Toronto, Ont.

# First on the Air



Duo-Disc Duo Entertainers  
Telling the World of the

## NEW BEAUTY

of the Improved Model 22

### AutoMatic

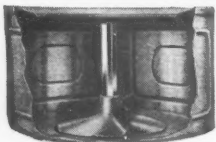
### DUO-DISC

### ELECTRIC WASHER

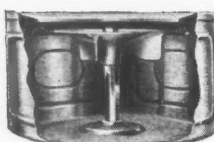
The Automatic Washer Company was the first manufacturer of Electric Washers to use Radio Chain Programs. The popular Duo-Disc Entertainers have won for Automatic Washers that prestige and friendly preference which comes to the pioneer users of this powerful new advertising medium.

The Automatic Radio Program for this season has been greatly increased. From coast to coast, over N. B. C. networks, the story of the New Beauty and New Silence of the Improved Model 22 Automatic Washer will be told. Millions will hear of the permanent beauty of the new vitreous enameled tub in its Duotone Sun Tan colors trimmed with foliage green. Through every program will also run the impressive thought that the Automatic Duo-Disc Electric Washer is—

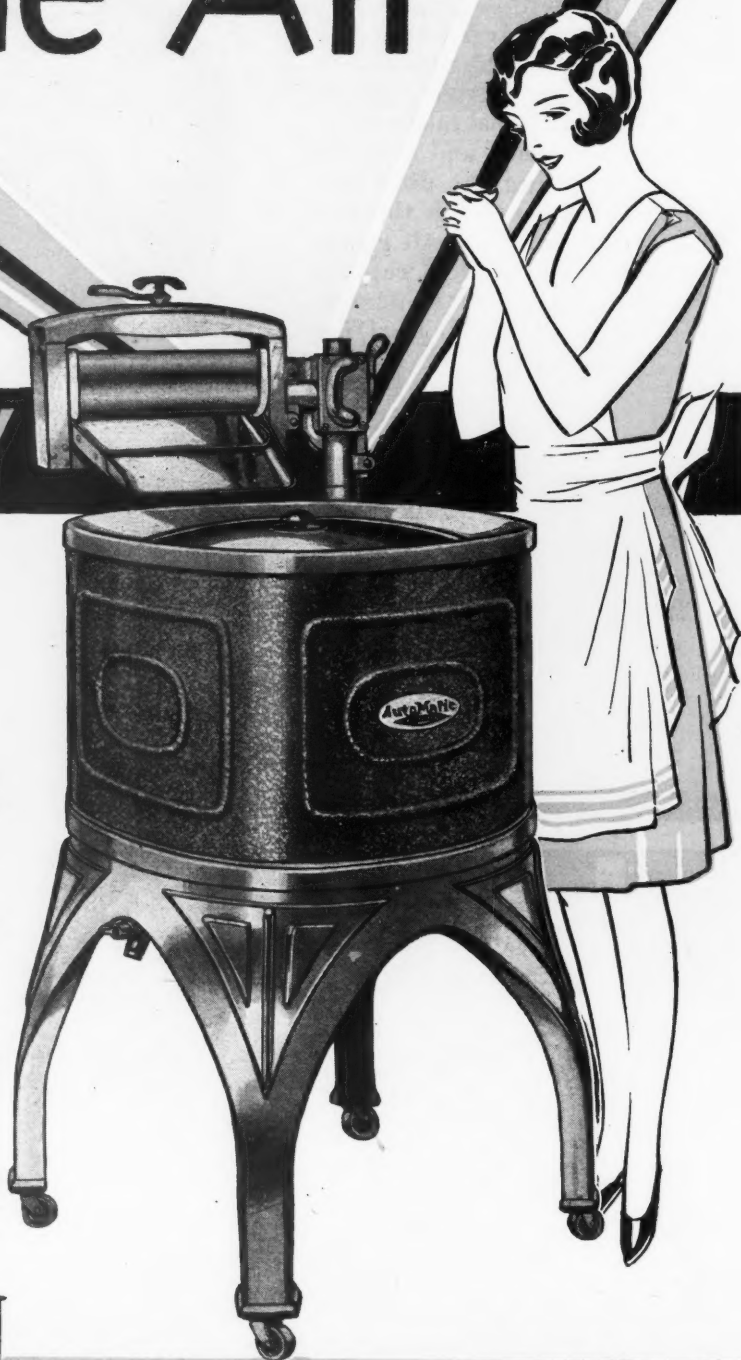
THE ONLY WASHER THAT WILL  
"WASH EITHER WAY"



Duo-Disc Down for  
a Few Pieces



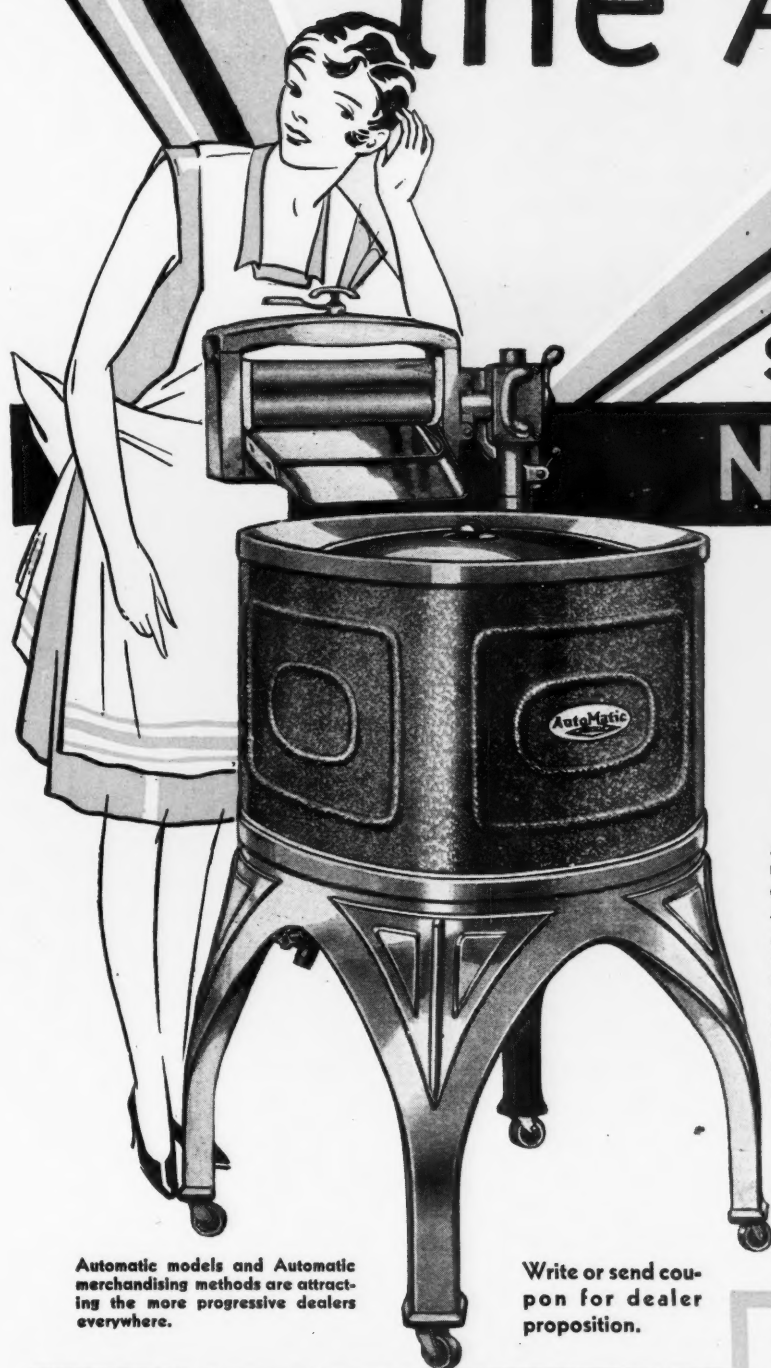
Duo-Disc Up  
for a Tubful



*"Start the Week  
with a Smile"*



# First in the Air



Automatic models and Automatic merchandising methods are attracting the more progressive dealers everywhere.

Write or send coupon for dealer proposition.



**"Smiling Thru"**

The Most Completely Equipped Private Plane  
Spreading the Fame of the

## NEW SILENCE

of the Improved Model 22

### AutoMatic

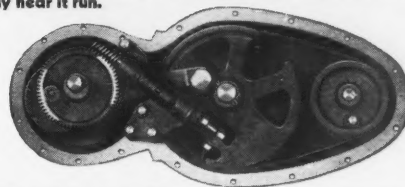
### DUO-DISC

### ELECTRIC WASHER

Again the Automatic Washer Company leads the field in utilizing those methods which dramatically focus the buying eye of America on Automatic Duo-Disc Electric Washers.

"Smiling Thru" is not only the first plane to travel exclusively in the interests of any Washer Company, but it is the most completely equipped privately owned plane ever built. Countless "front page" news stories have followed its appearance and everywhere it has focused the attention of the public on the New Silence and New Beauty of the Improved Model 22 Automatic Duo-Disc Washer.

Everywhere housewives are eager to know more about the New Automatic Worm Gear and Steel Cable drive, which operates so quietly you can hardly hear it run.



**Automatic Washer Company**  
171 W. Third Street      Newton, Iowa  
Makers of Dependable Washers Since 1908

**AUTOMATIC WASHER COMPANY**

171 W. Third Street, Newton, Iowa

Gentlemen: — Please send information about the Improved Model 22 Automatic Duo-Disc Electric Washer.

Firm Name .....

Town ..... State .....



## A New Day Dawns in Merchandising History

**T**WELVE distributing organizations, at twelve important points of the commercial compass, today are enlisted in a common purpose—to raise the character of business helpfulness to jobbers and dealers to such a plane as has been wished for, but never before achieved.

There has been good merchandising thought before now. There have been excellent ideas, rich in business value to retailer and wholesaler. But tragically many of them have borne pitifully little fruit for those in whose name they were conceived because no personal tracer saw them properly delivered.

"ASSOCIATED FACTORY DISTRIBUTORS" plans to bring this about—for a long time in separate effort has brought it about. The future holds only this difference—that what these individual distributing companies have achieved in the past is made their future purpose as a unit.

"ASSOCIATED FACTORY DISTRIBUTORS" is not merely twelve manufacturers' agents.

It is virtually twelve factory branches, each warehousing and financing the resale of many products, giving jobber and jobber's salesman and dealer the intimate business assistance that so long has been talked about and so seldom has been crystallized in fact.

And the purpose of this advertised announcement is swiftly to acquaint those dealers and jobbers and jobbers' salesmen with a new emblem, that assures a new day in Merchandising History.

### ASSOCIATED FACTORY DISTRIBUTORS

At Albany W.M. J. KATTREIN 1031 Broadway	At Boston TUNG-SOL SALES CO., INC. 221 Columbus Avenue	At Chicago THE EKKO COMPANY 111 West Monroe Street	At Indianapolis H. J. ARENS CO., INC. 202-4 S. Pennsylvania St.	At New York WIEDENBACH-BROWN CO., INC. 118 E. 25th Street	At Rochester ERSKINE-HEALY, INC. 420 St. Paul Street
At Baltimore W. B. MASLAND CO. 105 East Franklin Street	At Charlotte S. L. BAGBY 219 W. First Street	At Detroit TUNG-SOL SALES CO. OF MICHIGAN 4612 Woodward Ave.	At Minneapolis A. A. HUME COMPANY 104 N. Third Street	At Philadelphia A. HOPKIN JR. COMPANY 235 S. 8th Street	At Dallas THE FOLSOM CO. 1410 Paterson Avenue

# Profitable Load Building

*requires ranges free from  
high service costs*

Crawford and Graybar Electric Ranges and Water Heaters require a minimum of service and have a maximum of utility and consumer appeal.

The Crawford Line is comprised of large, medium, and small ranges, hot plates and electric water heaters—all designed for modern kitchens.

Profit or loss in your electric range merchandising is also governed by your service expense and the utility and salability of the devices you select.

**Crawford**  
**Electric Ranges**

DISTRIBUTED BY  
GRAYBAR ELECTRIC COMPANY

MANUFACTURED BY  
WALKER & PRATT MFG. CO., Boston





# WASHING MACHINE QUALITY



## More Important To You Than To Your Customers

**A**S IMPORTANT as washing machine quality is to your customers, it is far more important and vital to you.

To the buyer a poor machine is an incident, very annoying, of course—but to you it is a disaster, increasing in size as you have been successful in selling it—jeopardizing your whole business and investment.

You can't afford a poor machine—service calls, reverts, complaints and failures can eat up profit like rats in a bank vault. You are *obliged* to sell a quality machine.

The Gainaday—now priced so you can sell it from the floor—has quality—endurance—satisfaction built into it from the ground up. It is a superb cleansing machine, and stands up in a way that makes you forget you have a service department.

Sell the Gainaday, and Monday will no longer be hectic with service calls. Sell the Gainaday, and keep your profits. Sell the Gainaday, and make even stronger your position as a merchant who gives the public his best.

Write for information—let us tell you why and how Gainaday has such splendid qualities—let us, without obligation, explain our profitable dealer plan, which makes a Gainaday Franchise like money in the bank—write today.

**\$129<sup>50</sup>**

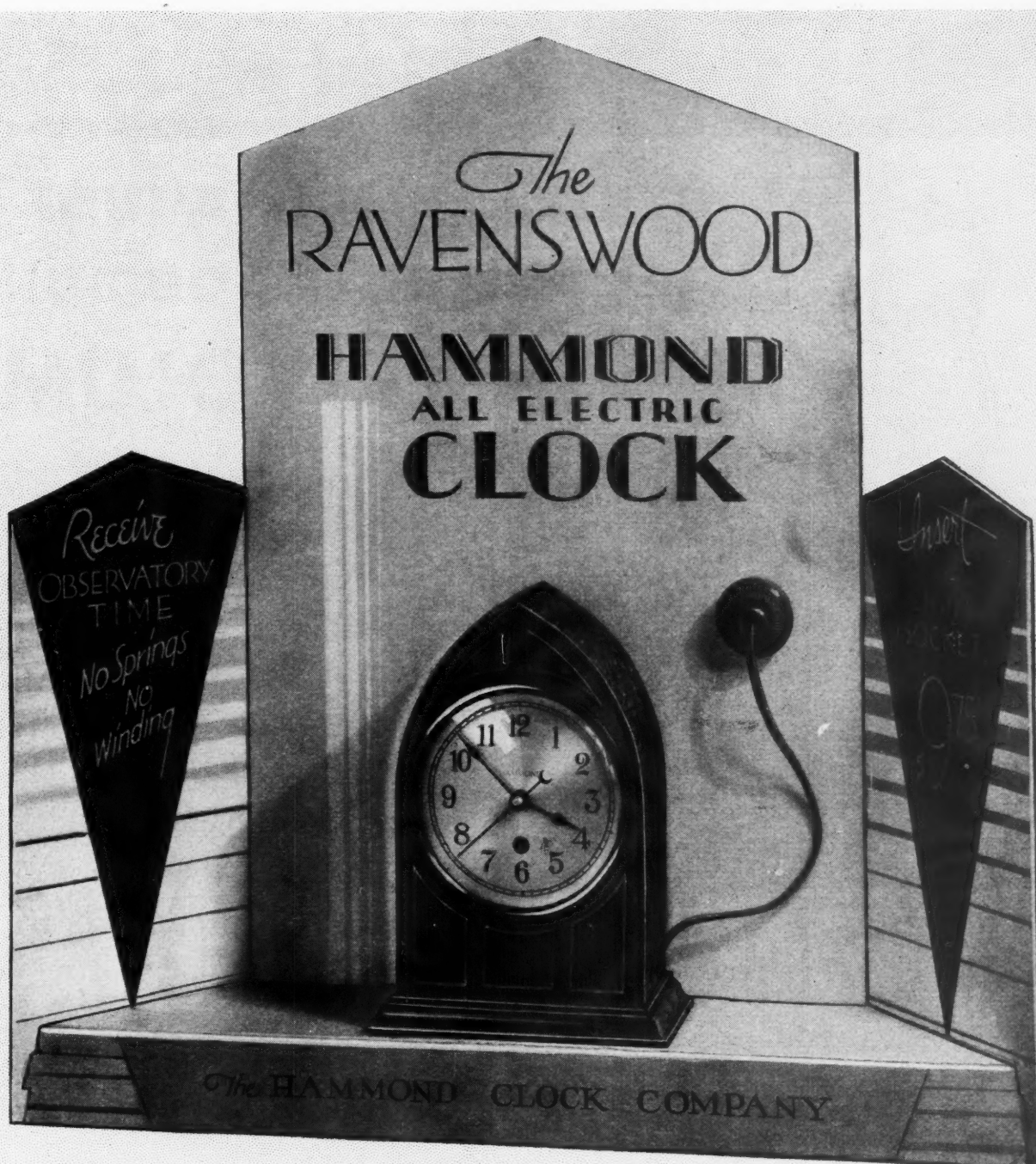
Formerly \$155.00

*Write*

**GAINADAY  
ELECTRIC COMPANY**

3002 LIBERTY AVE.  
PITTSBURGH, PENNA.

**Gainaday**



## A New Display Ready for Hammond Dealers

Mail in your request now for this new display featuring the Ravenswood model. The silver background and delicate coloring will dress up your window or counter. Size 18" high and 17" wide—not too large, but large enough to be a selling force.

If you desire to show the complete line of

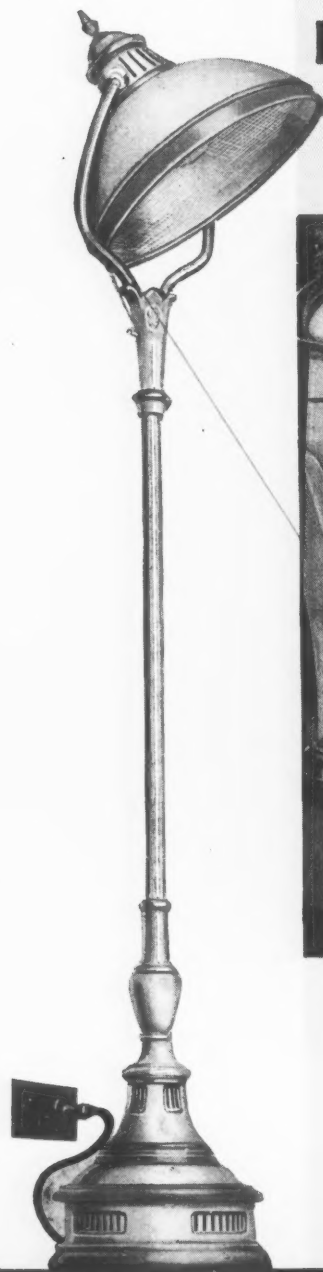
Hammond Electric Clocks as many other dealers are profitably doing, we can supply additional display material.

If you are not taking advantage of this new market, see your jobber or write The Hammond Clock Company, 4115 Ravenswood Avenue, Chicago, Illinois, for details.

**Dealers Using Display Material Benefit by Hammond National Advertising**



# A BIG SUCCESS



## GENERAL ELECTRIC SUN- LAMPS WILL HELP YOU BUILD UP WINTER VOLUME



*Healthy as playing in the Sunshine  
Just as effective for adults*

Once again General Electric has created a noteworthy success—this time it is the General Electric SUNLAMP. It is selling fast in response to a very *real* public demand—its performance more than justifies the faith people put in products bearing the familiar G-E monogram.

### *These Features*

### SELL SUNLAMPS FAST

1. It is a General Electric product.
2. It is clean.
3. It is simple and practical.
4. It is easy to install—it plugs into any 115 volt, 60 cycle A. C. convenience outlet.
5. It is inexpensive to operate.
6. It is portable—you can roll it from room to room.
7. Direction of beam can be easily adjusted.
8. Height assures maximum utility.
9. The bulb can be replaced the same as a MAZDA Lamp.
10. The design is attractive—it embellishes any room.
11. It is safe as the sun.
12. Its initial cost is low.
13. It is the most modern device of its kind.
14. IT IS EQUIPPED WITH A GENERAL ELECTRIC TYPE S-1 BULB.

RETAILS FOR  
**\$69<sup>50</sup>**  
AT THE FACTORY

**EVERY FAMILY A PROSPECT**



# FROM THE START

## TAKE ADVANTAGE *of the* FAST-GROWING DEMAND

### *A Christmas Money-maker for Dealers*

The General Electric Sunlamp is moving readily in the Christmas trade . . . Are you displaying it this month?

### *The Market Widens*

You are not limited to home sales. General Electric Sunlamps can be sold also to gymnasiums, clubs, etc., or for hotels to rent to their guests.

Boundless opportunities in your own sales area!

### *Plenty of Dealer Helps*

General Electric provides dealers with a complete selling plan including window and counter displays—literature and mats for local advertising to tie in with the forceful national advertising campaign now reaching millions through Saturday Evening Post, Collier's and Hygeia.



*The light source of the General Electric Sunlamp is the new G-E Type S-1 bulb.*



*This Window Display is ready for you. Ask for it—and let it pull in business for you as for other dealers.*

*The double spread advertisement at the left ran in the November 16th Saturday Evening Post and November Hygeia. This announcement created a widespread public interest. Cash in on it.*



## ADDITIONAL STRIKING NATIONAL ADVERTISEMENTS APPEAR IN DECEMBER

**ASK ABOUT  
DEALER'S FRANCHISE**

Section L-2512, Merchandise Dept.  
General Electric Company, Bridgeport, Conn.

Please send full information about your Dealers' proposition on the G-E Sunlamp

Name .....

Address .....

My line of business is .....

**SEND IN  
THE COUPON TODAY**

**GENERAL  ELECTRIC  
SUNLAMP**

- 1** Silent, felt-cushioned motor.
- 2** Precision-cut steel gears; all parts finished and assembled to automobile accuracy; the power unit runs in oil ... a lifetime lubrication.
- 3** Rings in tub, scientifically embossed to increase efficiency.
- 4** Gyrafoam water action intensified by counter-sunk agitator.
- 5** Speed, capacity, thoroughness ... washes a big tubful of clothes in fewest minutes without hand-rubbing.
- 6** Compact in size ... handsome appearance.



A Maytag Product

## TELL HER THESE 12 REASONS WHY *and the sale is closed!*

Let Frederick advertising and merchandising plans bring prospects to your showroom; then tell them the 12 outstanding features of the Frederick Washer. Tell them why the Frederick offers more than any combination of machines of comparable cost—tell them that it is made by the world's largest manufacturer, in the world's largest plant. Tell your prospect the 12 reasons why the Frederick Washer excels ... and the sale is made! Dealers, everywhere, have found this plan working out just as has been set down here. Write or wire at once for complete details.

**THE FREDERICK COMPANY**  
100 West Monroe Building Chicago, Ill.

*The*  
**Frederick**  
**WASHER**  
A Maytag Product

- 7** Self-cleaning, mirror finished tub.
- 8** Sediment trap keeps water clean during entire washing.
- 9** Anti-splash ring.
- 10** Convenience and safety; clothes may be put in or taken out while washer is in operation.
- 11** Full-swinging, 7-position reversible wringer, with semi-soft rolls!
- 12** Perfect balance regardless of position of wringer.

**SILENT AS A SUN-RAY**





*Let* **GATOR-HIDE**  
*take the Goods*  
*Home Safely!*

ANOTHER CERTIFIED PRODUCT OF  
**INTERNATIONAL PAPER CO.**

(SOUTHERN DIVISION)

MAIN SALES OFFICE: 100 East 42nd Street, New York, N. Y.

MILLS:

Bastrop Mill, Bastrop, Louisiana  
Louisiana Mill, Bastrop, Louisiana

Camden Mill, Camden, Arkansas  
Mobile Mill, Mobile, Alabama





**YOU'VE BEEN WAITING FOR THIS**  
*Here it is!*

**A TOP GRADE ELECTRIC REFRIGERATOR  
 WITH PORCELAIN  
 LINED CABINET**

**\$150<sup>00</sup>**  
 F.O.B.  
 DETROIT

**It's the ABSOPURE Baby Grand**

Here is the greatest value ever offered in an electric refrigerator.

Think of it. A value so generous—a performance so outstanding that there is nothing on the market with which to compare it.

The Absopure Baby Grand opens up the great, popular electric refrigeration market for the first time because it combines the quality and price demanded.

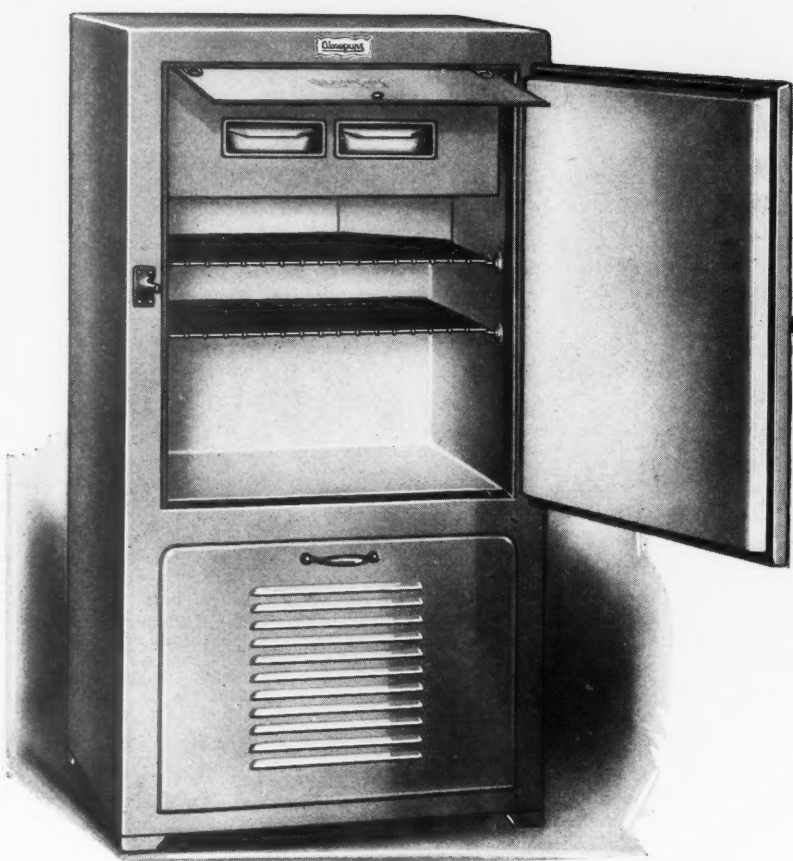
You have been waiting for such a job because you know just what it means in the way of quantity sales and profits.

Here it is at last.

Absopure American Beauty and Princess Models—both Duco and Porcelain—also have unusual quality and are low in price.

Get our proposition to distributors.

Act now. Write, wire or phone for distributor or dealer proposition. Territory is going fast.



**The Absopure Baby Grand—the World's Lowest Priced  
 Electric Refrigerator.**

*Absopure makes the largest line of domestic and commercial electric  
 refrigeration equipment on the market.*

**ABSOPURE REFRIGERATION CORPORATION**  
 1560 THEODORE STREET  
 DETROIT, MICHIGAN

**Absopure**

# SIMPLEX IRONERS

## THE BEST IRONERS

SIMPLEX IRONETTE



SUPER SIMPLEX



List \$99.50

Floor Space  
37" x 13"

Shipping Weight  
160 lbs.

Simplex Ironers have for a quarter of a century built a lasting reputation for mechanical excellence, dependability, and freedom from service. Cash in on it! Simplex offers you in the Ironette a beautiful quality product which retails at a price so low that it opens an entirely new market — and in the Super the finest ironer ever built, with two open ends, feed board touch control and many other refinements that instantly appeal to the discriminating purchaser. Simplex Ironers are backed by a sound merchandising program and a vast amount of sales help — free to authorized dealers — that establish a new standard in profit making volume sales.

List \$170

30" Electric

30" Gas, \$160

48" Electric, \$250

48" Gas, \$197.50

**The American Ironing Machine Company**

100 East Ohio Street, Chicago, U. S. A.

Exclusive Distributor for the Dominion of Canada:

Northern Electric Company, Limited Canadian Factory: Toronto, Canada

# Our ... Stock *in trade*

The precision and intensity of Domestic Electric's research . . . the unfailing accuracy of its engineers in the designing and building of the *right* motor for the right job . . . the numberless ways in which Domestic Electric cooperates to be of extra service, indicate how thoroughly Domestic Electric tackles the appliance problems of its customers.

Complete engineering and manufacturing facilities are offered the manufacturer as though they comprised a department of his own business. Whether a special motor is to be designed or produced, an electric appliance to be rebuilt or perfected, The Domestic Electric Company, with its 16 years of specialized experience, is sure to be of invaluable assistance.



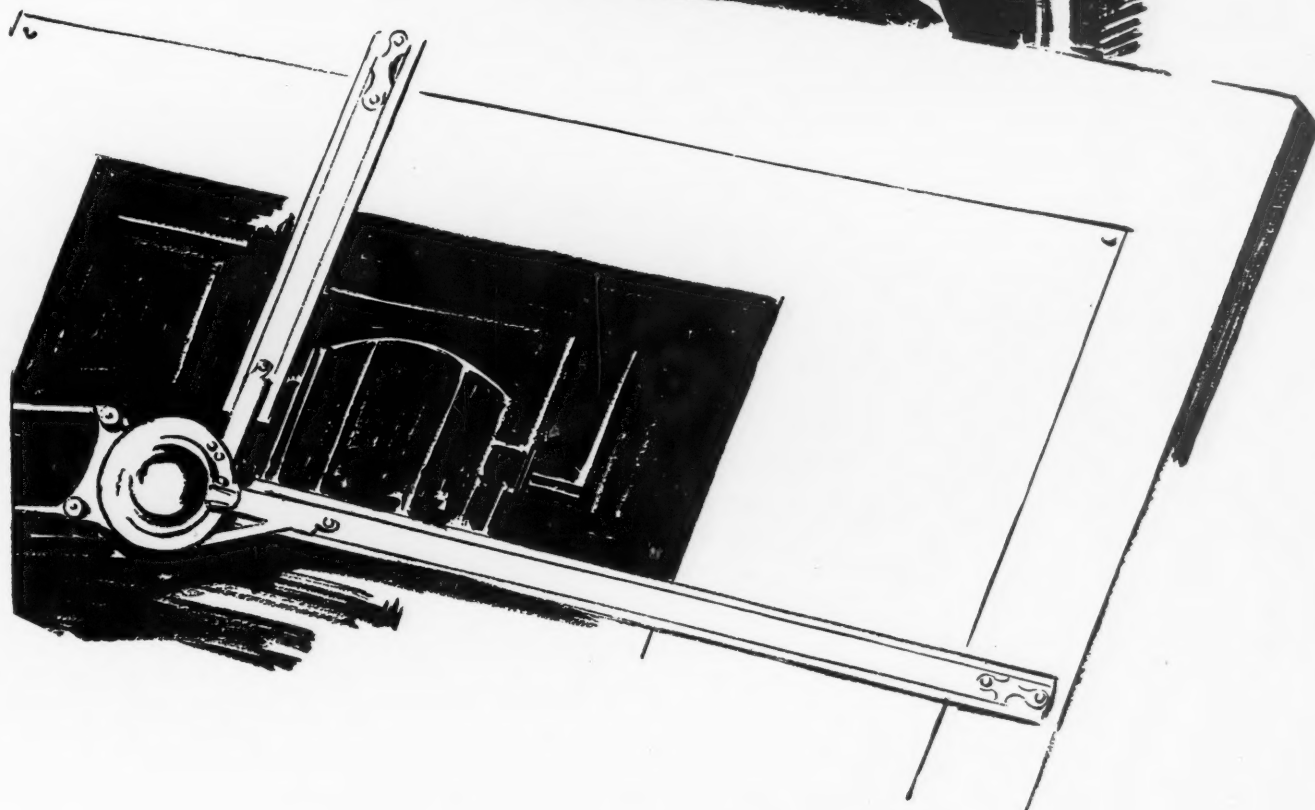
When a Domestic Electric representative calls, he is able to offer you the personnel and complete facilities of an organization that is the largest of its kind in the world. In addition, he brings you personal experience in matters of marketing. It is very likely, too, that he can lead you to significant economies in your manufacturing and marketing costs, whether yours is an electric appliance in the household, commercial or industrial field.

THE DOMESTIC ELECTRIC COMPANY  
7209-25 St. Clair Avenue  
Cleveland, Ohio

S M A L L       M O T O R       M A N U F A C T U R E       ,       ,       ,



*We cordially invite anyone interested in the manufacture or sale of fractional horsepower motor appliances to inspect personally our factory and facilities.*



# Domestic

FRACTIONAL HORSEPOWER

# Electric Motors

(155)

# The Answer

## to sales and profits in the Health Appliance Field

Here's the new STAR-Rite—a modern, up-to-date Exerciser. So lightweight that it can be placed on a table anywhere, used, and then put away; so efficient, that a massage as vigorous or as gentle as desired may be obtained. Priced right, too, for the thousands who want an Exerciser, but are unwilling to pay a fancy price. You can't offer more in real, honest Exerciser value.

Retail, only

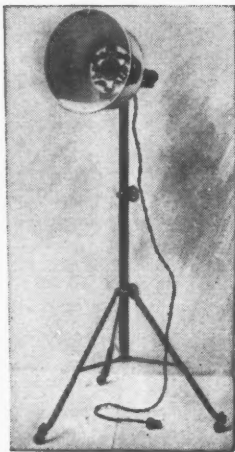
**\$29.50**  
complete



Retail, only

**\$29.50**  
complete

**NEW**



STAR-Rite presents at a new, low price, another popular home health appliance—the CARBON ARC LAMP. This new STAR-Rite Health Lamp is *made right*—a combination of ultra-violet and infra-red rays, economical in carbon consumption, and so simple that a child can operate it safely. The new STAR-Rite is *easy to sell*—there's no complicated mechanism to explain. With our brief, concise manual your clerks will in 10 minutes have mastered all of the necessary selling information. And finally, the new STAR-Rite is *priced right*, for quick, profitable sales. Thousands of these Lamps will be sold this Winter. Retail, only \$29.50.

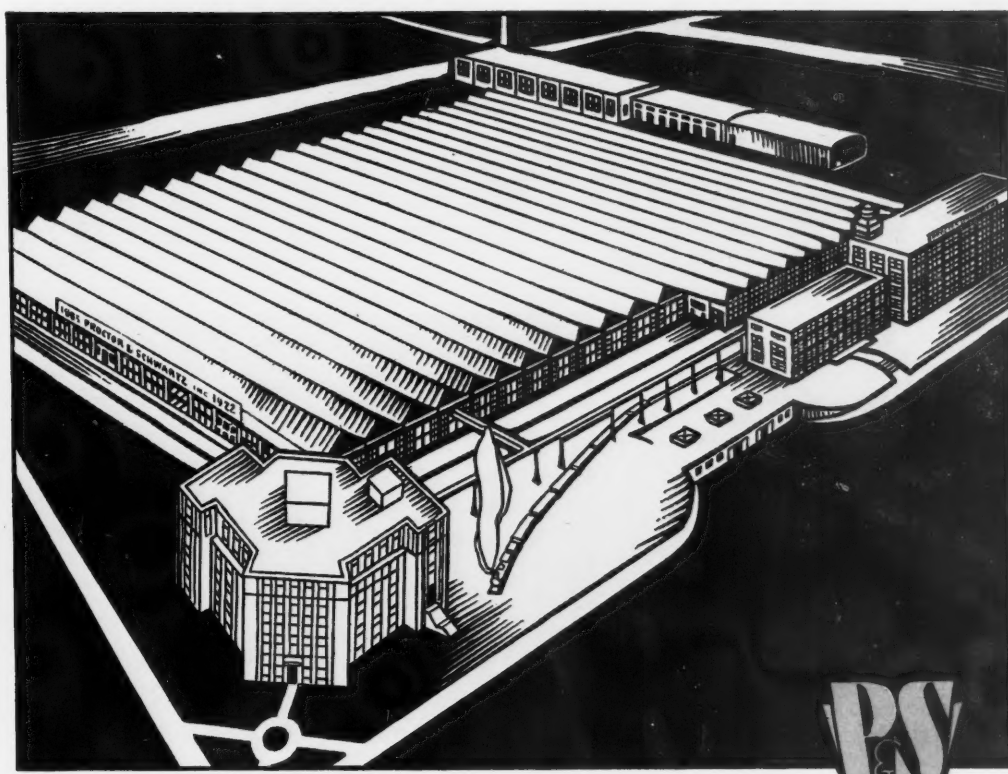
Write NOW for Sales Plans and Complete Details

The public is "health conscious" as never before. Get your share of this business with these two new, low-priced health appliances. Remember, these are STAR-Rite made and guaranteed—the nationally known trade-mark for reputable electrical appliances.

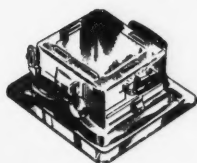
# STAR-Rite

ELECTRICAL NECESSITIES

THE FITZGERALD MANUFACTURING COMPANY, Torrington, Conn., U. S. A.



## Demand That MADE Us Expand



Six months ago few knew of the Proctor principle of "tuned temperatures".

Now, the whole world wants it, and the Proctor Line of full automatic, thermostatic appliances. This is evidenced by the fact that the Cleveland plant, working day and night, producing 4,000 Proctor Automatic Adjustable Irons and Toasters per week, has failed to meet the demand.

But we started building ahead of demand. Now, extensive additions to the great Proctor plant in



Philadelphia will be completed January 1st, where all Proctor electrical products will be made—and demand will be met.

Jobbers and electrical retailers planning for 1930 will do well to investigate the Proctor Line... Proctor full automatic, thermostatic Iron, Toaster and Waffle Iron (to be announced soon)... selling at popular prices, bearing ample trade margin... and embodying distinct advantages found in no other field of automatic appliances. Until January 1st, address the Cleveland Office, 6612 Euclid Avenue.

**THE PROCTOR & SCHWARTZ ELECTRIC CO.**

A Division of Proctor & Schwartz Inc.  
PHILADELPHIA & CLEVELAND



# Exclusive selling features

## *That Increase Sales and Profits*

No floor screws. No supports of any kind to wall, window ledges, etc.

All enclosed in sturdy, walnut grained, steel cabinet.

Light enough to be easily carried.

Occupies only 1-1/9 square feet of floor space.

The appearance of a handsome console when not in use.

**\$97<sup>50</sup>** list price  
Complete



**WITH** the Emerson Electric Exerciser, you have a specialty that is in a class by itself. No one else has ever combined so many desirable and distinctive features into one exercising machine. No one has ever offered the compactness, convenience and beauty found in the Emerson Cabinet Type Electric Exerciser. Naturally, your customers will expect to pay more for it than for an ordinary machine. Yet the price is reasonable—\$97.50, complete—no cabinet, table or other accessories to buy. For full information write

Unique drop  
head design  
saves space.  
Simple.  
Practical.

THE EMERSON ELECTRIC MFG. CO., 2018 Washington Avenue, Saint Louis  
806 W. Washington Boulevard, Chicago 50 Church Street, New York City

**EMERSON**  
*Electric*  
Cabinet Type **EXERCISER**

# *The* **GREATEST** *profit year* **for PREMIER DEALERS**

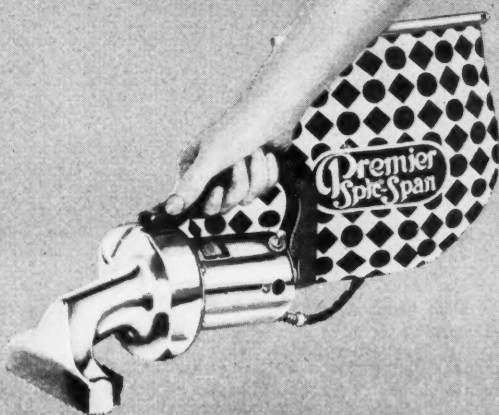
Thanks to this revolutionary  
new idea  
in electric cleaning

**S**ETTING new sales records every day, the Premier Electric Cleaning Unit has taken the country by storm. Premier dealers everywhere say it is a sensation. The brightest sales appeal in years. And a double profit opportunity every time.

The development of the Spic-Span did the trick. It took the place of cumbersome attachments . . . provided a deodorizing feature . . . and made possible a Complete Electric Cleaning Unit that afforded two cleaners for almost the price of one.

The idea was right . . . and the profits were large. Such a team is bound to prove a winner. And the sales and profit figures of the entire Premier dealer organization have proved that the Premier family of electric cleaners is the greatest line that a dealer could get behind.

Get ready for another record-breaking year. Write today for the full details of the Premier Sales Promotion Plan.



## THE PREMIER VACUUM CLEANER COMPANY

(Division of Electric Vacuum Cleaner Co., Inc.)  
Dept. 713 Cleveland, Ohio

*Distributed and serviced throughout the United States by branches of The Premier Vacuum Cleaner Company in all leading cities. Manufactured and distributed in Canada by the Premier Vacuum Cleaner Co., Ltd., General Office, Toronto. Sold over the entire world, outside of the U. S. and Canada by the International General Electric Company, Inc., Schenectady, N. Y.*

# NU-SOL



**the most profitable of all super  
sunshine lamps**

**easy to demonstrate — easy to  
sell — easy to use**

**a practical lamp — nothing to  
adjust, to replace, to add  
a beautiful lamp — that looks  
the part**

**consumes only 250 watts —  
but its certified ultraviolet  
output is far higher than  
ordinary lamps**

**burner guaranteed for  
two years**

**List \$99.00**

**with a splendid profit  
margin**

**backed by a great mer-  
chandising program  
and a tremendous  
amount of sales  
help free to all au-  
thorized dealers**

**Have you re-  
ceived your  
copy of the  
great**

**NU-SOL  
Plan?**

# NU-SOL

DIVISION

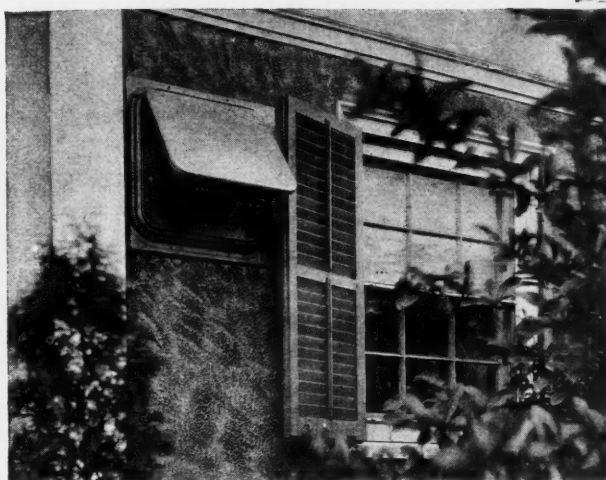
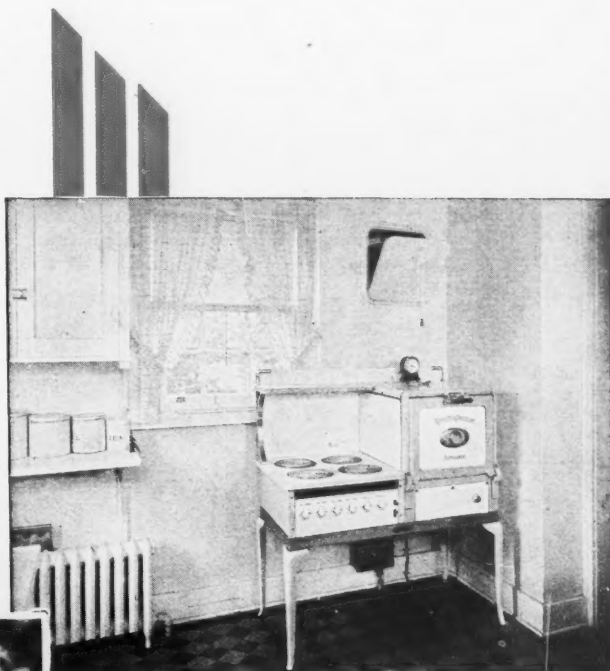
## APPLIED RESEARCH, Inc.

4753 BROADWAY, CHICAGO





# What is your local electrical association doing on the matter of home ventilation?



## BREEZO units are made in three arrangements

Breezo Home Ventilating Fans are made in three arrangements—all with the quiet 12-inch BREEZO Fan—the all-steel window panel which can be installed in the kitchen window in ten minutes, the steel window panel with glass sides, and the Buffalo Home Ventilating Unit for built-in installation (illustrated here).

**BUFFALO FORGE CO.**  
205 Mortimer St., Buffalo, N. Y.

In Canada:  
Canadian Blower & Forge Co., Ltd.  
Kitchener, Ontario

**A**SSOCIATIONS of electrical contractor-dealers in every city with a population from ten thousand to a million, can lift the cover off a market that teems with possibilities of profit—modern homes.

These homes are equipped with the newest in electrical appliances—refrigerators, water heaters, clothes and dish washers, ironers and so on. Yet, barely 5% of these homes have exhaust ventilation in the kitchen.

Go after this business—it's worth concerted effort. It's profitable. It always involves some additional wiring.

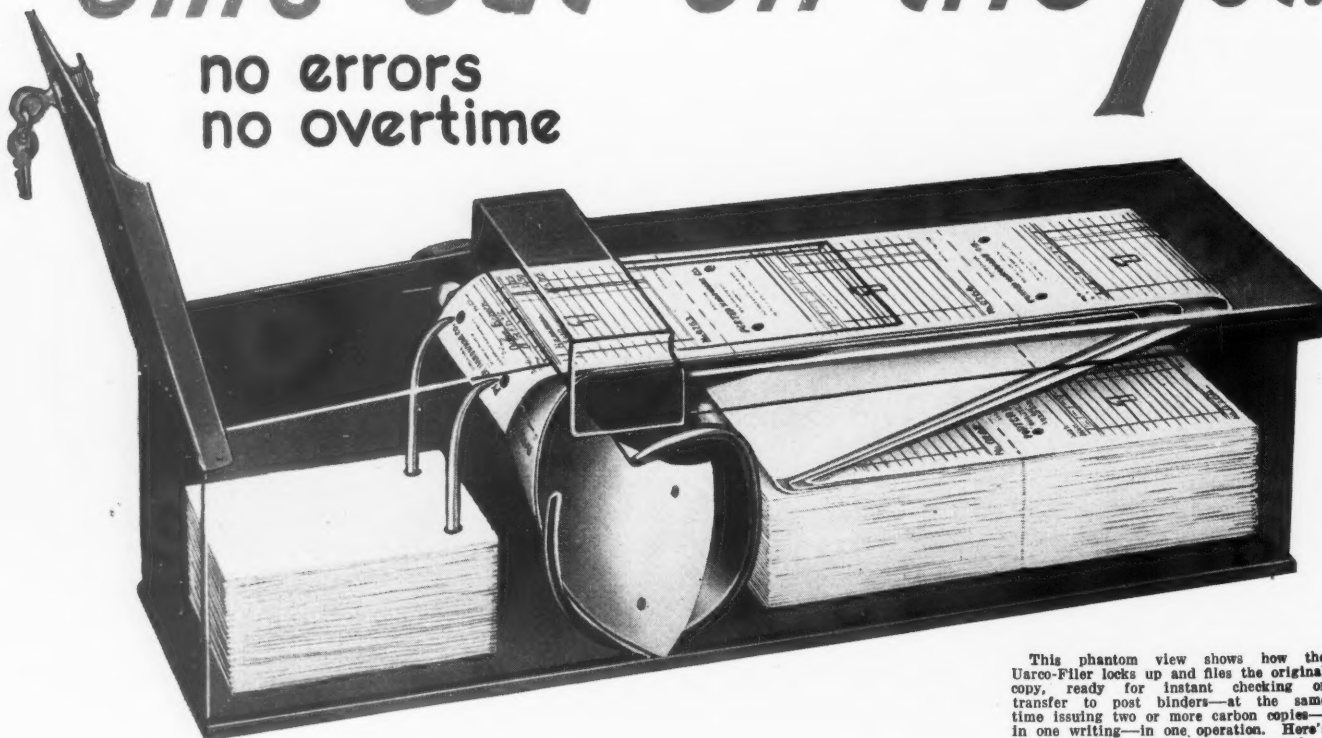
Buffalo Breezo supplies the unit that helps to get the business. Let's show you.

# BUFFALO BREEZO

HIGH EFFICIENCY AT LOW SPEED MEANS QUIET OPERATION AND ECONOMY

# bills out on the 1st.

no errors  
no overtime



This phantom view shows how the Uarco-Filer locks up and files the original copy, ready for instant checking or transfer to post binders—at the same time issuing two or more carbon copies—in one writing—in one operation. Here's real protection, convenience and speed.

## with this *improved* monthly statement system.

There's a mighty big satisfaction in getting your statements out on time—at the best time—the first of the month. Especially when you *know* they're *right*—that every charge is entered—that there can't be any disputes or arguments with customers.

Sound good? . . . *You can do it* when you use this improved Monthly Statement System. Just take about 5 minutes *now* and study the description at the right—and you will instantly see the advantage in this System. No month-end rush. No fret or fuss or fagged nerves. No itemizing. No wasteful copying. No errors due to high-pressure overtime work.

And remember that late statements mean late payments. Let the late billers carry the slow payers—get yours before the customer's money is gone. *You can* thru this simple method of getting your bills out on the first!

Our System Service Department has men who *know* recording problems in the retail electrical field. Would you like their advice and assistance? Then fill in and mail the coupon. To those who reply at once, we'll send a portfolio of electrical dealer forms. No charge or obligation at all.

### UARCO

UNITED AUTOGRAPHIC REGISTER CO.  
BUSINESS SYSTEMS

Chicago—Oakland, Calif.—Cincinnati—Cleveland

Canadian Representatives: Business Systems Limited, Toronto

UARCO, 2316-40 W. 43rd St., Chicago, Ill.

Without cost or obligation, give me complete information regarding the Monthly Statement System—and send me the Portfolio of Electrical Dealer Forms, free.

My Name ..... Position .....

Firm Name .....

Address .....

### HOW IT WORKS

1. When the sales slips are written, one writing produces three (or more) copies exactly alike.

#### OFFICE COPY AUTOMATICALLY FILED

2. The *original* or Office Copy is automatically filed on two posts, in numerical order, in the locked protection chamber, where it can't be lost, misplaced or altered. Ready for posting or checking at any time. (See phantom view above.)
3. Two carbon copies (or more, if wanted) are issued. One is the Invoice, given to customer at time of sale. The other is the Statement Copy, and is filed alphabetically under the customer's name.

#### POST DIRECT

4. The original or Office Copy serves as your posting medium, eliminating the old-fashioned Day Book or Journal. You post direct to the Ledger, showing only the ticket number, date and amount. No itemizing—no re-copying.

#### SIMPLIFIES STATEMENT MAKING

5. At the end of the month, the Statement is written up direct from the Ledger, showing only ticket numbers, dates, amounts and totals. The Statement Copies are removed from the alphabetical file and pinned or clipped to the Statement. No itemizing. No re-copying.

#### AUTOMATIC CHECKING

6. An automatic check against errors is yours, too. When matching up Statement Copies with Statements, unless they agree in tickets, numbers and amounts, you'll know your Ledger postings are wrong.



# ONE MINUTE

## (29-A)

### The NEW WASHER Sensation

Beauty — Compactness — Quietness —  
Never before has there been a Washer  
to equal the New One Minute 29-A.  
And back of this machine is our Ex-  
clusive Fifteen Year Guarantee Bond—  
assuring your customers of Outstanding  
Washing Machine Satisfaction for an  
entire lifetime.

We say the New One Minute is "Easier  
to Sell and Easier to Keep Sold"—Let  
us tell you the complete story of this  
fully modernized washing machine.

A simple electric rotary ironer attach-  
ment is available with the One Minute  
29-A. The wringer is merely lifted off  
and the ironer slipped on.



**ONE MINUTE  
MANUFACTURING CO.**

NEWTON, IOWA

UNITED ELECTRIC CO. OF CANADA LTD.  
Distributors and Makers for the Dominion.  
14 Broadbanc St., Toronto, Ont.

ONE MINUTE MANUFACTURING CO.,  
Newton, Iowa.

Is the One Minute franchise available here? If so send me the  
facts on your Model 29-A.

Name .....

Address .....

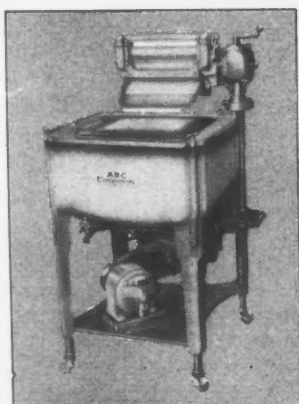
.....



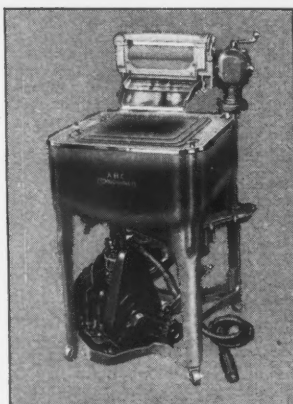
# ABC



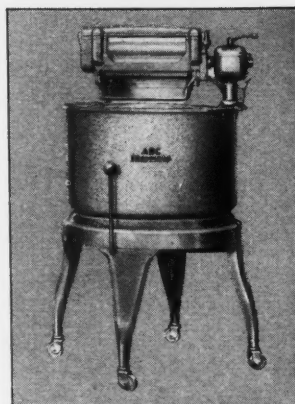
**ABC**  
**Spinner**  
*The Porcelain Washer*



**ABC COMPANION**  
*Electric*



**ABC COMPANION**  
*Gas Motor*



**ABC PLAYMAYD**  
*Electric*

**ABC**

## Where *can you match it?*

There is matchless value in the ABC line. For in this one line of washers is combined many outstanding features.

### Quality Porcelain

Only ABC supplies such porcelain—specially developed and specially applied in their own plants—absolutely and completely under their control as to quality and color.

### Appeal of Color

Two-tone porcelain washers were introduced by ABC. The appeal of soft, harmonious color schemes is irresistible to women and profitable to the dealer.

### Mechanical Simplicity

For over 20 years mechanical perfection has been the ideal of ABC engineers. ABC dealers' low service costs bear testimony to how closely this ideal has been realized.

### Variety of Types

In the ABC line you have the washer to satisfy every housewife's demand; outsell every competitive claim; conquer every price condition. Here is a line that will fit in mansion, bungalow, apartment or farm home—models specifically designed for the need of the customer.



### Price Range

The price range of the 5 ABC models range from \$99.50 to \$165 with the special APARTMENT Washer at \$79.50. Dealers concentrating on the ABC line get full advantage of volume discount. Send for the new dealer price schedule in effect November 1, 1929.

**ALTORFER BROS. CO.**

*Peoria, Ill.*

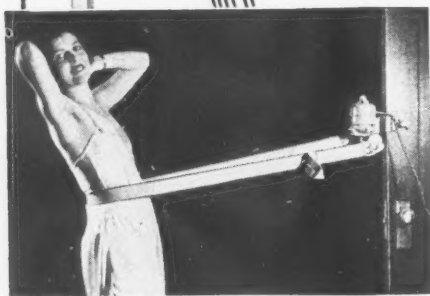
ESTABLISHED 1909

*Tear off  
the corner of  
this page as a  
reminder to write -*

# 10,000 Thor



**WASHERS  
SPEED IRONS  
HEALTH LAMPS  
HEALTH  
MOTORS**





# Dealers *can't* be wrong

AND now, as 1929 comes to a close, the sales records of 10,000 dealers who have tied to Thor show they *were not wrong*. They were 100% right. For new high sales records were established by them every month throughout 1929.

The success of Thor dealers is not accidental. Rather, it is the result of these dealers having a line with the least sales resistance and backed by sound marketing policies for that line. In 1929 the Hurley Machine Company poured nearly a million dollars into advertising and other promotional material to support Thor dealers—and to insure the faith ten thousand of them have placed in the sales of Thor appliances.

#### *Sales support that never lets up*

On October 1st—with our greatest annual volume of sales already in the bag—we appropriated \$75,000 to be paid direct to Thor retail salesmen as bonuses on all sales made between that time and Christmas. Right now, thousands of

Thor salesmen are receiving substantial checks from us each week.

Is this effective sales support for Thor dealers? Ask them! They will tell you that no other manufacturer ever offered them such effective co-operation, *all the time*, as they receive from Thor.

#### *Big things brewing for 1930*

The eyes of the industry seem to be focused on the Hurley Machine Co. at this time. "*What will Thor do next year?*"—is a question many are asking. Thor dealers are not at all worried. They have heard that big things are brewing for 1930.

At this time an expanded sales program is being formulated which, we predict, will cause thousands of new dealers to seek enlistment under the Thor banner. Our dealer ranks are not closed, by any means. But we sincerely suggest that you register your interest in the Thor line without delay. Get in touch with the nearest Thor distributor or write direct to us for full particulars about the Thor franchise.

## HURLEY MACHINE COMPANY

22nd Street and 54th Avenue, Chicago, Illinois

Canada: Thor Canadian Co., Ltd., 100 Sterling Road, Toronto, Ontario

# *An Indication of Appliance Performance in the home - - - -*

## For example

UNDER the auspices of the Appliance Committee of the Association of Edison Illuminating Companies Electrical Testing Laboratories is engaged in testing customers' electrical equipment.

### Service Trials

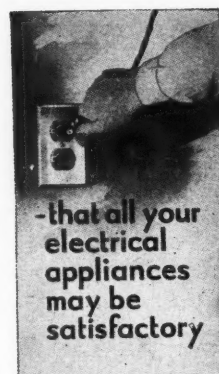
Heater cord-sets which, in laboratory tests, are found to be respectively good, poor and indifferent, are placed in long-hour service to ascertain whether or not laboratory test indications are confirmed by service trials.

### Application of Findings

Whenever an indication of weakness or inferiority is encountered, the results are communicated privately to the manufacturer responsible for the equipment in order to afford him, if he desires, an opportunity to make correction. Ultimately the findings are reported to the Appliance Committee of the Association of Edison Illuminating Companies for the guidance of Member Companies of that Association in selecting for sale to their customers equipment which will be known to be effective, durable and capable of rendering a satisfactory service.

*----- is  
their per-  
formance on  
machines  
devised to simulate  
the exact handling  
and usage in the  
home - - - - -*

*This booklet  
illustrates  
such machines*



*-that all your  
electrical  
appliances  
may be  
satisfactory*

*testing cus-  
tomers' equip-  
ment at*

**KNOW**

*-by Test*

**Electrical Testing Laboratories**

80th Street and East End Ave.

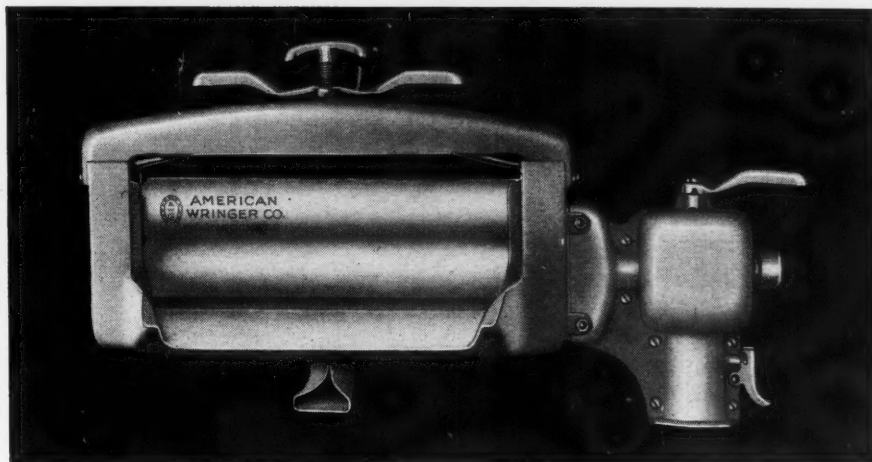
New York



N.Y.

*Thirty years in the Service of the Electrical Industry*

# *This* WRINGER



# *Sells* WASHING MACHINES

  
EQUIPPED  
*With* AMERICAN  
WRINGER CO  
ROLLS

Housewives welcome the one-piece self-draining trough which banishes spilling and splashing of water—They appreciate the strong, rugged, simplified construction—They approve the instant and complete safety release which provides full protection—They admire the graceful lines and beautiful finish.

This improved Chamberlain which eliminates both flipper and drainboard is new—It's different—It provides new strength—new convenience. It creates an entirely new sales appeal and gives washing machine dealers an added feature to talk about.

## CHAMBERLAIN Pressed Steel Wringers

Adopted as standard equipment by leading washing machine manufacturers in the United States and Canada. Distinguished by their lowdown, compact, graceful appearance—by their appealing simplicity—and by the exclusive Chamberlain safety release.

This series of advertisements directed to those who make and those who sell washing machines is published through the co-operation of —

AMERICAN WRINGER CO., Woonsocket, R. I.  
*Manufacturers of Wringer Rolls since 1845*

CHAMBERLAIN CORPORATION, Waterloo, Iowa  
*Pioneer Manufacturers of Pressed Steel Wringers*



# Only A Few Days Left!

DECEMBER						
SUN	MON	TUE	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24				
29	30	31				

## DEC. 15<sup>TH</sup> The "Deadline"

Your last Chance....

A New \$78.50 **Floorola**—FREE!

*Amazing Free Offer Announced Last Month Being Enthusiastically Accepted By Dealers Everywhere!*

**T**HE New Floorola! The greatest floor machine ever put on the market! New exclusive features of immediate sales appeal! \**Automatically applies Floorola-wax through the brushes directly to the floor—from containers within the brushes* No hand work! New low price is opening a highly profitable, unlimited, nationwide market to Floorola dealers.

This is your final opportunity to "cash in". As announced last month, until December 15th, 1929, we are offering you a complete new \$78.50 Floorola—FREE!

### How to Participate

Order six Model "C" Floorolas from your General Electric Merchandise Distributor—you receive an additional Floorola absolutely FREE!

There is no quantity limit on this offer. You get a free Floorola with every six you buy! Remember—December 15th is the DEADLINE! ACT NOW! If your Distributor cannot supply you, send your order direct to us!

**THE FLOOROLA CORPORATION**

*Sales Department*

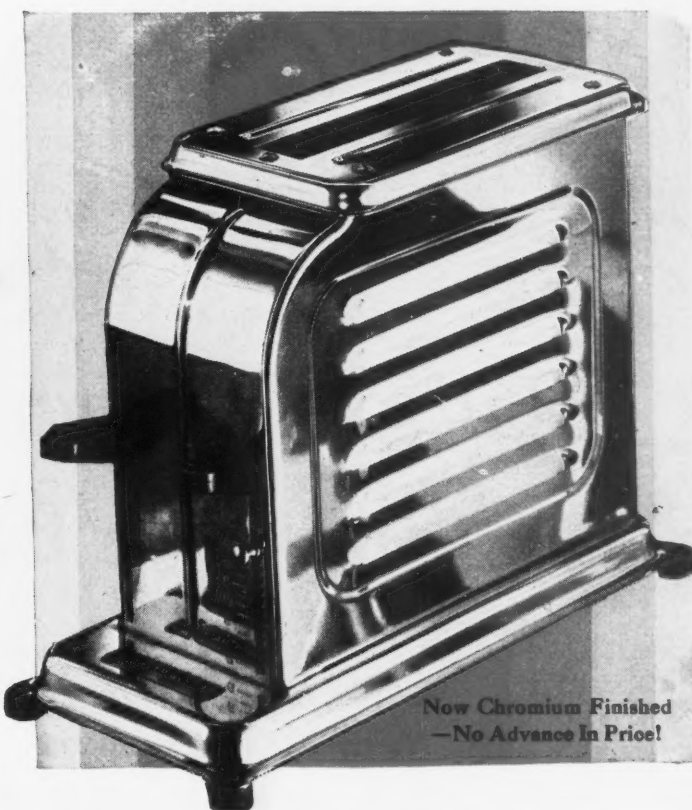
**York, Pennsylvania**

LIST PRICE  
**\$78.50**  
COMPLETE



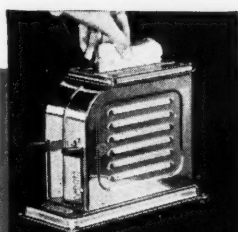
\*This vital feature, exclusive with Floorola, produces the amazing results that set Floorola apart from competition!

*The*  
**Average Dealer**  
*in 1928*  
**Made Over Half**  
*His Toaster Profits*

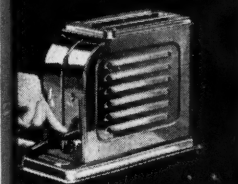


# On THIS One!

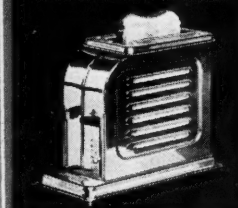
*The World's Most COMPLETELY Automatic Toaster*  
*—Pays Dealers the Biggest Profit of All Toasters!*



1 Drop slices of bread into oven slots.



2 Press down the two levers. This lowers the bread into the oven slot, and automatically turns on the current.



3 Pop! Up comes the toast when it's done; the current is automatically turned off.

**D**EALERS everywhere find Toastmaster is the most profitable electric toaster they can handle.

Because, although it sells for more than most toasters (\$12.50) people gladly pay that price for it. No deals or premiums needed.

Last year over half of all the money spent on toasters went to buy Toastmasters! And the dealer profit on each one was more than the entire retail price of many less popular toasters.

### *The Only Completely Automatic Toaster*

Thousands of American families know the pleasure of *automatic* toast-making today. Hundreds of thousands more will shelve old-style toasters and semi-automatic toasters next year.

And to get completely automatic toasting they *must* get a Toastmaster.

For Toastmaster is the only toaster in the world that is completely *automatic from start to finish*.

It is the only toaster known that requires no watching, requires no turning and that automatically turns off current and releases the toast when done.

### *Patents Fully Protect It*

Made under the famous Strite patents, no other maker can make a toaster like it. Toastmaster

**TOASTMASTER**  
**AUTOMATIC ELECTRIC TOASTER**

automatic principles are fully tested—for over 30,000 Commercial Toastmasters are now standing up under the hardest daily service in hotels and restaurants. Some of the models have been in daily operation for more than 10 years.

### *Investigate—Now*

In your interest and our own, we ask you to get the facts on what Toastmaster sales can mean to you. Facts you should know before buying your stock of toasters this year.

### WATERS-GENTER COMPANY

213 North Second Street, Minneapolis, Minn.

A Division of the McGraw Electric Company

Chicago Sales Office: Waters-Genter Company, 222 W. Adams St., Chicago, Illinois. Eastern Sales Office: Waters-Genter Company, 196 Lexington Ave. at 32nd St., New York.

## FREE A PROVED SALES PLAN for DEALERS

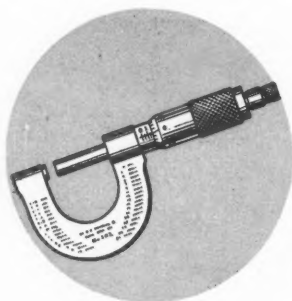
WATERS-GENTER CO.,  
 213 N. Second St., Minneapolis, Minn.

Gentlemen: Without obligation to me, please send details of the dealer-tested sales plans for Toastmaster, and list of specifications and prices.

Name.....

Address.....

City.....State.....211

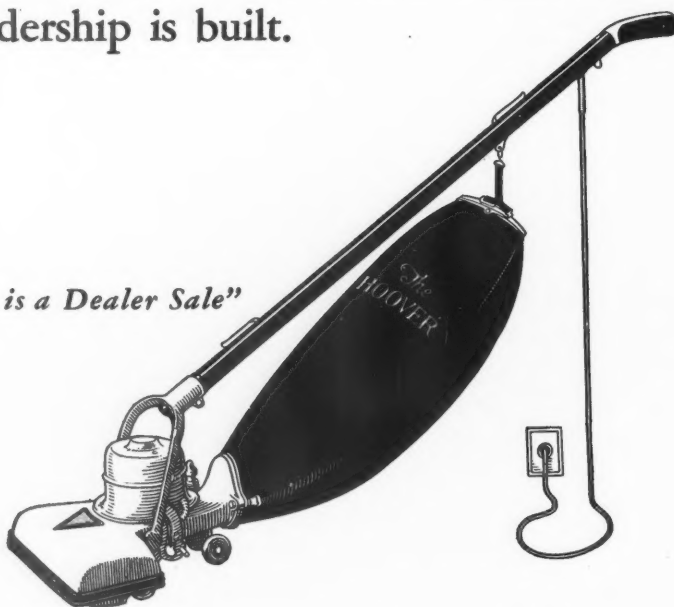


## Rigid inspection helps to build HOOVER Leadership

*One feature of Hoover manufacture that never fails to amaze visitors to the Hoover factory is the fact that every Hoover built there has 225 separate inspections—that for every seven men who build the machines there is one who does nothing but inspect their work as it is done.*

Exaggerated care? Hoover thinks not. A single flaw in a single machine might lessen one individual's belief in the quality of Hoover workmanship. This company will not permit such a risk to the *good name* on which Hoover Leadership is built.

*"Every Hoover Sale is a Dealer Sale"*



# The HOOVER

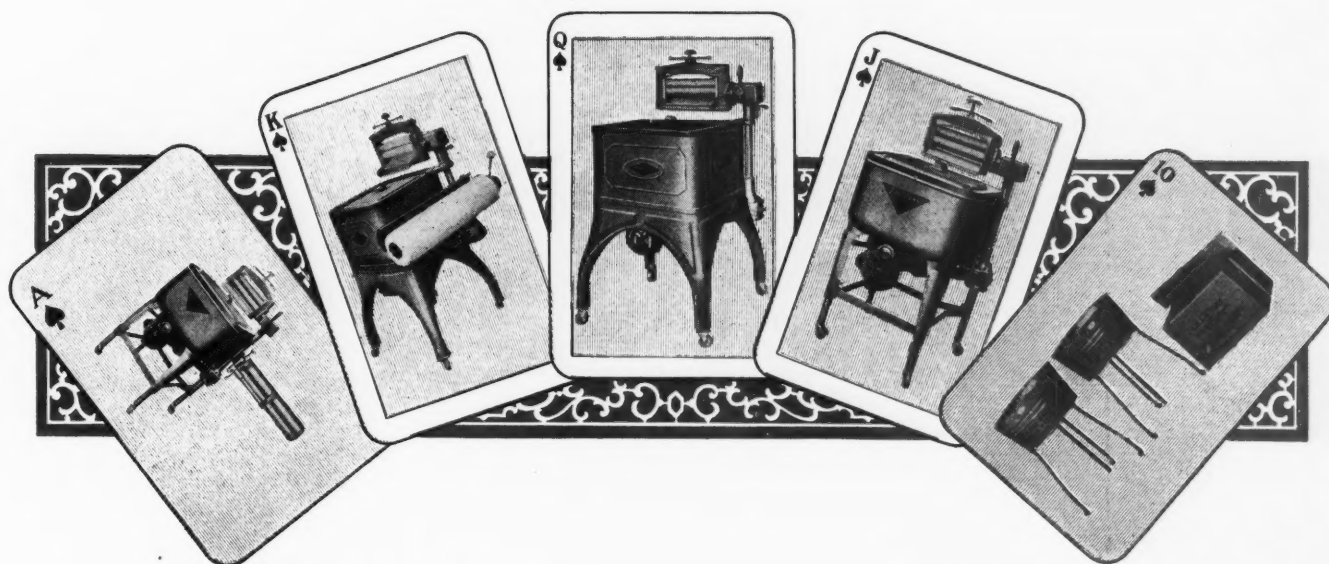
*It BEATS.... as it Sweeps as it Cleans*

THE HOOVER COMPANY, NORTH CANTON, OHIO • The oldest and largest maker of electric cleaners • The Hoover is also made in Canada, at Hamilton, Ontario



# Can't Be Beat!

## Win in 1930 with FAULTLESS



**Model F**  
**3-in-1 Ironer**  
*Sit Down to Iron*

At the right height for ironing comfort. The only ironer attachment made with this important feature. Easily attached to any Faultless washer. No lifting off of wringer.

**Model K**  
**3-in-1 Ironer**  
*Fold the Ironer Away*

Another exclusive feature of the 3-in-1 Ironer Attachment. It folds away when not in use. Does not interfere with the operation of the wringer in any position.

**Model K**  
*Less than \$100*

A SQUARE, double-walled copper tub washer. Full five sheet capacity, service-free mechanism, all cut gears. Standard wringer, Westinghouse motor, DuPont Duco colors.

**Model F**  
*America's Finest Washer*

Thick one-piece cast aluminum tub, polished cast aluminum agitator, one inch wide blades. Attached gas heater, black balloon rolls, Westinghouse motor. Built to last a life time.

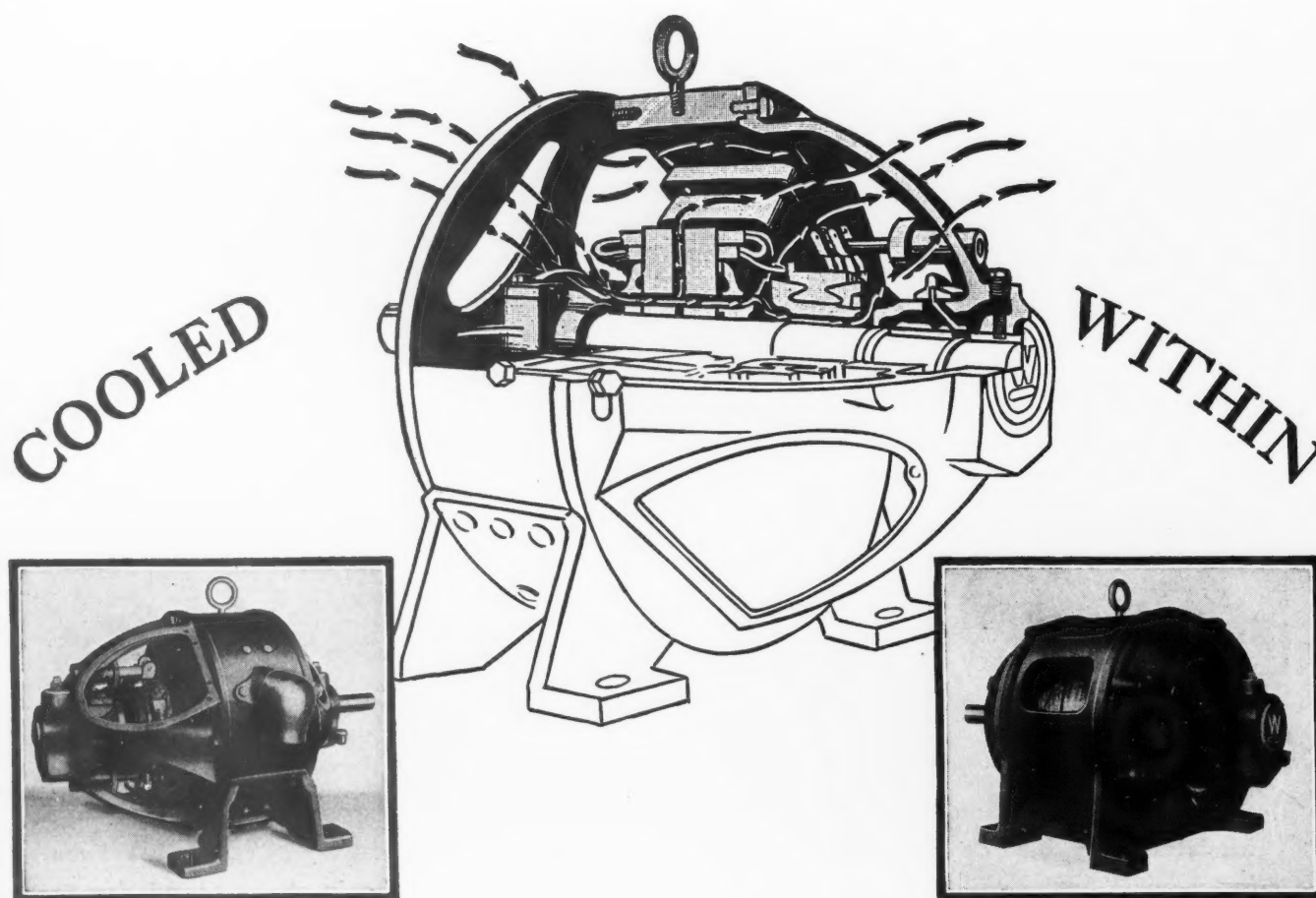
**Roll-A-Tubs**  
*First Aid to Washer Sales*

Finest—most effective premiums ever devised for use with washing machines. Packed one set in cartons. Furnished with drain hoses, mounted on metal legs and casters.

## The Line of Least SALES Resistance

Meet—defeat every sort of competition with the complete Faultless line. Two remarkable washers—the 3-in-1 Ironer Attachment with EXCLUSIVE features—Bungalow Ironers, gas or electrically heated, and Roll-A-Tubs. Everything you need to get your share and more of the Home Laundry Equipment business in your territory. Line up now with a profit-making, quick-selling line. Write today for information and your liberal discounts. A Faultless Franchise is valuable.

**VULCAN MANUFACTURING COMPANY**  
1501 CYPRESS ST., KANSAS CITY, MO.



## for more horsepower

**I**N order that you may have more horsepower per pound of material, Westinghouse engineers have given close attention to the cooling of electric motors.

Internal passages are provided through which air is circulated to the innermost parts of Westinghouse motors—for example, through the armature and under the commutator of d-c. machines. Air currents, set up by the built-in blowers, are scientifically directed, so that they will be most effective. Alternating-current machines, for instance have a curved

steel plate inside the brackets to direct the air. Thus, the heat generated in the windings is dissipated, internal temperatures are kept low, and a lighter, more compact motor design is made possible.

Through unsurpassed research facilities, Westinghouse is able to provide a modern motor, suited to your needs.

*Numerous well-equipped and efficiently-manned Service Shops throughout the country assure prompt SERVICE to the purchasers of Westinghouse products.*

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY  
EAST PITTSBURGH

PENNSYLVANIA

SALES OFFICES AND SERVICE SHOPS IN ALL PRINCIPAL CITIES



# Westinghouse

T 30760

### *Industrial Apparatus includes - -*

Arc-welding Equipment  
Automatic Switching  
Babbitt and Babbitt Pots  
Battery Chargers  
Capacitors  
Circuit-breakers

Electric Ovens  
Instruments and Meters  
Insulating Materials  
Lighting Equipment  
Locomotives  
Mazda Lamps

Micarta Gears  
Motors and Control  
Panelboards  
Safety Switches  
Speed Reducers  
Switchboards



**THE MASTER**  
Compare the Barton Master against the field. Performance, Price and Profits.

**THE MODEL C**  
A beautifully finished and efficient washer. Quality in every detail of construction and can be retailed profitably at \$89.75.

**COMBINING**  
**THE TWO STRONGEST**

## SALES APPEALS ANY WASHER CAN HAVE

**E**VERY customer looks for value... quality at a price. Better washers at lower prices... combining these two appeals makes the profits these days... eases the worries of competition for distributors and their dealers alike.

Test for yourself how well Barton has succeeded in offering more quality per dollar... test this all important factor in choosing the washer you will handle, by making thorough comparisons.

We believe you will agree that the Barton Master is as fine a washer as ever built. Attractive in finish and design... double tub wall... simple and rugged mechanically... in spite of these and other high quality features and refinements it retails profitably at competitive prices and permits business-like trade-ins.

The Barton Model C is beautiful, too, and has the same mechanical units as the Master. It retails profitably at \$89.75. And the full sales advantage of low price is protected by quality... quality that appeals, that stands up, that builds future business.

On both Barton Models you have the option of everlasting copper tubs, or vitreous enameled tubs. The model C is also equipped with Briggs and Stratton engine at \$139.75. And ironers are available for all models.

Barton Washers are sold exclusively through wholesalers... the most economical and satisfactory method for all concerned.

Wholesalers: Investigate the merits of the Barton Machine and Franchise.

Dealers: If your wholesaler does not have Barton Washers, write us for details.

**THE BARTON CORPORATION**

WEST BEND, WISCONSIN



# DU-ALL

**ELECTRIC  
WASHER**



**CENTRIFUGAL DRYER**

**SIMPLICITY  
PERFORMANCE  
SALES**

*less than*  
**\$100.**

# IN 1930

## WATCH DU-ALL

The enormous interest created by our initial announcements evidences a real interest in this machine. It is obvious that the industry has been waiting for, and *wants*, a washer with centrifugal dryer—to sell at less than \$100.00.

### The Low Cost

of the Du-All is the result of simple design and quantity production. Du-All uses the basic principles and methods of clothes-washing, instead of complicated roundabout methods.

### Standard Construction and Capacity

Du-All is built entirely of non-corrosive metal in standard sizes—6 sheet capacity—beautifully decorated chromium-plated tub.

### Life-Time Service

is assured by the sturdy construction of the Du-All—having only one moving part. The motor is designed and built specially for this machine by The General Electric Company. Equipped with Timken Bearings it is greaseless, smooth and silent running. Nothing to be oiled. Nothing to get out of order.

### The Du-All Method

actually reproduces the hand-washing motion—gently rubbing the clothes and at the same time forcing warm, fresh bubbly

suds through the tiniest pores of the fabric. Unlike other washers, Du-All does not pound, whirl, beat or boil—but gently, easily and quickly washes clothes with the same care which you would use in hand-washing your most delicate pieces.

You will marvel at its Simple—Careful—Almost Human Action!

### Washes and Damp Dries

Du-All embodies two features in one machine—Washing and Damp-drying. Three minutes for your clothes in the Du-All extractor, and you are saved the time, trouble and danger of a wringer.

### Proof

Compare the Du-All with any machine on the market, at any price. ORDER SAMPLE MACHINE NOW!

DEALERS—Prepare for better business in 1930—the coupon below will bring you our excellent sales proposition.

**DU-ALL WASHING MACHINE CO.**

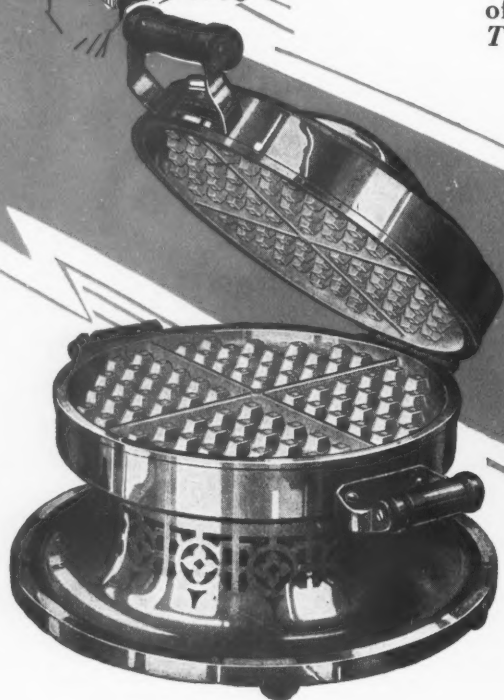
Chamber of Commerce Bldg.  
CINCINNATI, OHIO

DU-ALL WASHING MACHINE CO.  
Chamber of Commerce Bldg., Cincinnati, Ohio  
Please send us your story for  
dealers.

# How to sell more Waffle Irons IN FEBRUARY



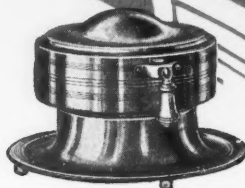
1. Cooperate with the N.E.L.A. and Appliance Manufacturers in their efforts to make February a record sales month for Waffle Irons. Put on a special campaign, use free campaign helps, run local newspaper advertisements, display waffle irons in your windows and on your counters—attract customers to your shop.
2. Concentrate your sales on the UNIVERSAL Line which offers you the world's largest and best known variety of waffle irons whose selling features include: Automatic Heat Indicators; Die-Cast, Non-sticking Aluminum Grids; Beautiful Designs with Neat Tray Bases; Extra Wide Patented Expansion Hinges; Nickel or Chromium Finishes; a Range of Prices Attractive to All Customers; and a *Trade Name That Sells Goods*.



No. E9314 List \$13.75  
Nickel Plated  
Automatic Heat Indicator  
Ebonized Handles



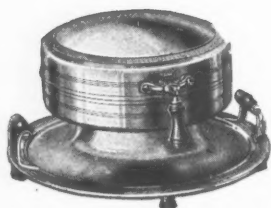
No. E9305  
Nickel  
Plated  
List \$8.45



No. E7334 List \$15.00  
Chromium Plated  
Automatic Heat Indicator  
Ivory Antique Casein Trim



No. E9914 List \$8.95  
Nickel Plated  
Automatic Heat Indicator



Marie Antoinette Pattern  
No. E9364 List \$14.75  
Nickel Plated  
Automatic Heat Indicator  
Black Casein Trim

A full UNIVERSAL Stock for February  
Means Greater Waffle Iron Sales

Order through your jobber. Ask him for  
*UNIVERSAL Free Campaign Helps*

LANDERS, FRARY & CLARK,  
New Britain, Conn.



# VIBRATONE

## AN EXERCISER THAT SELLS



### SCIENTIFICALLY AND MECHANICALLY CORRECT

VIBRATONE is not a new, untried machine but was among the first of the exercisers to be offered to the public. In hundreds of homes, clubs, and gymnasiums throughout the country its users have been universally enthusiastic.

IT IS NOT AN ORDINARY SINGLE PURPOSE BELT MACHINE, BUT WAS DESIGNED BY A LICENSED PHYSICIAN TO REPRODUCE, MECHANICALLY, THE TRUE CIRCULAR SWEDISH MASSAGE MOTION.

Its advantages are such as to be readily demonstrated to show clearly VIBRATONE'S superiority in action and construction. A demonstration means a sale, its performance ensures customer satisfaction and eliminates the possibility of reverts for the dealer.

A VIBRATONE franchise will prove a profitable one for every dealer.

Write in for catalogs, prices, and discounts.

HOLM'S MANUFACTURING CO.  
KENOSHA, WIS.

A gymnasium in itself — remarkably popular list price including six applicators — (two belts, one handle bar, two massage cups, and one kneading ball).



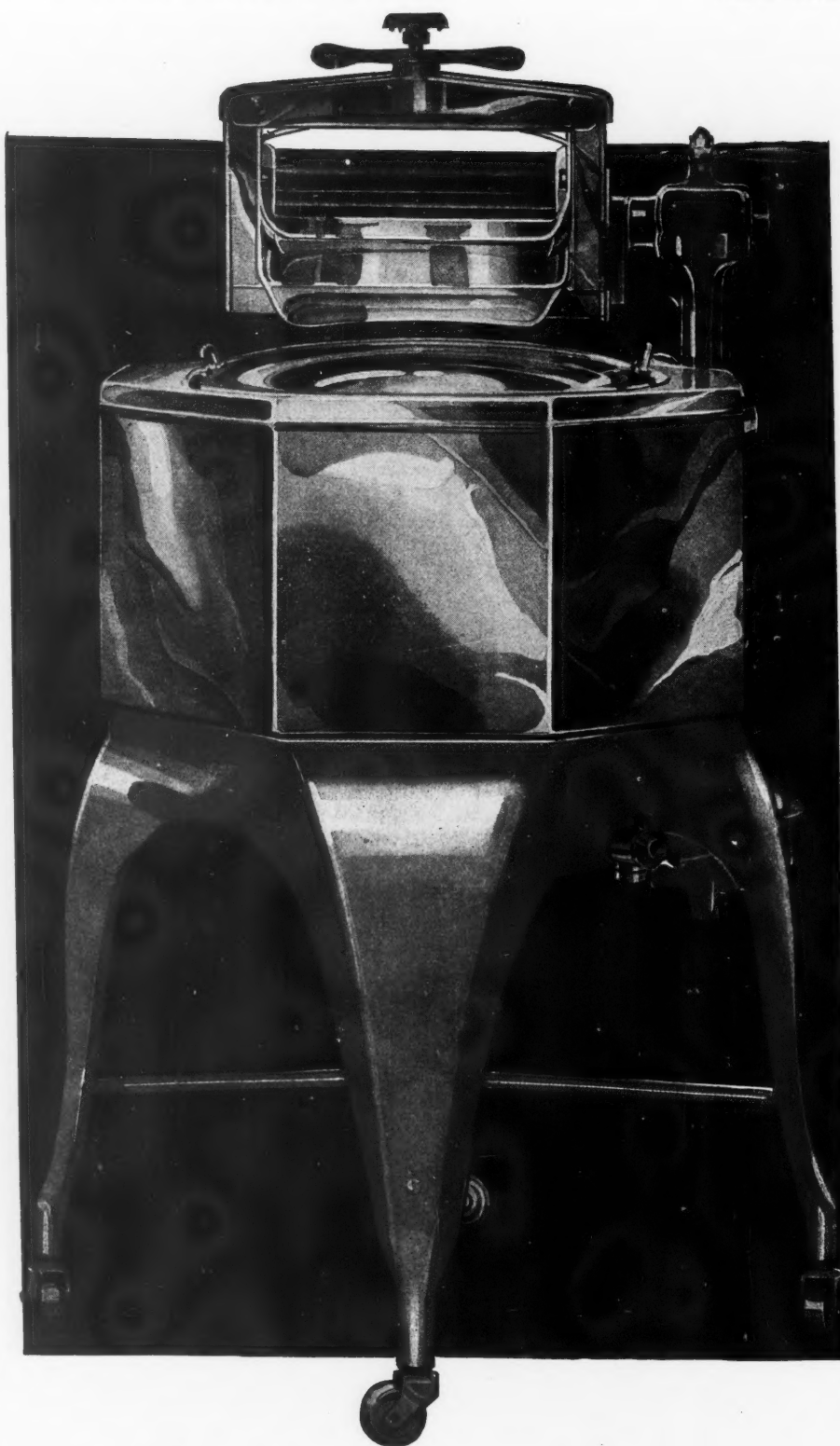
# VIBRATONE

# Watch others copy this IDEA!

**W**E predict that other washing machine manufacturers will shortly be featuring Monel Metal tubs, beauty in design and better quality materials. But for the present, the Sunnysuds Imperial is truly the aristocrat of laundry equipment—and you can be sure that Sunnysuds, being the pioneer in these features, will maintain its leadership.

The Imperial Model is the newest addition to the long-established Sunnysuds line. Wringer and control handles are chromium plated. The base is finished in Chasseur Blue pyroxylin. It is rust-proof and built to stay beautiful for many years of faithful service. Displayed in your show window it will bring buyers right into your store and increase your sales on other items, too.

Order a Sunnysuds Imperial. See how easily it sells itself. The coupon below will bring you full details about the complete Sunnysuds line with the unusually attractive discounts. Fill it out and mail it in right now—be the first to show the new Imperial in your locality.



## Sunnysuds Imperial...

GENERAL UTILITIES MFG. CO.  
4058 Beaufait Avenue  
DETROIT MICHIGAN

### COUPON

General Utilities Manufacturing Co.  
4058 Beaufait Ave.  
Detroit, Michigan

Gentlemen: Please send me full details about the Sunnysuds Imperial Model, the Sunnysuds line and your liberal discounts.

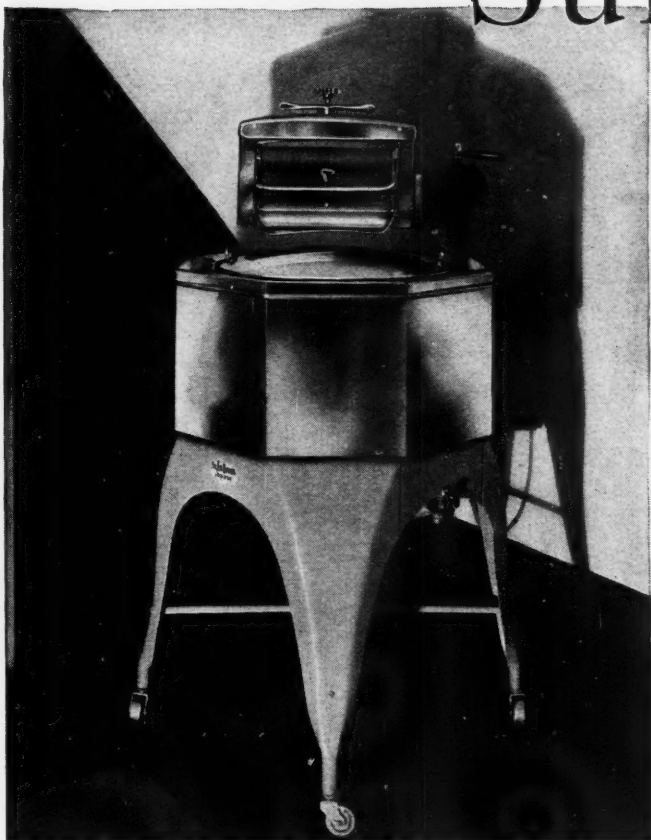
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# Sunnysuds IMPERIAL



## *A New* **Monel Metal** washing machine

The Sunnysuds Imperial with Monel Metal tub and cover. Manufactured by GENERAL UTILITIES MFG. CO. of Detroit, Michigan.

with the instant appeal of *Silvery Beauty*

**T**HE new Monel Metal Sunnysuds Imperial has been aptly described as "The Aristocrat of Laundry Equipment". It lives up to the description because it has the rich beauty of fine sterling—the instant appeal women appreciate.

Since it is made of Monel Metal the Sunnysuds Imperial has decided advantages that show dealers the way to more and quicker profitable sales. Monel Metal will not cause spots or stains on clothes—it has the strength of steel, it cannot rust, it resists the corrosive action of soaps and washing compounds and is easy to keep clean.

Monel Metal takes a glass-like polish—its smooth surface will not injure the most delicate fabric. It has no coating to chip, crack or wear off. Monel Metal is solid metal—clear through.

The same properties that in ten years have made Monel Metal the standard material for commercial laundry machines, afford assurance that Monel Metal household washers will look better, last longer and give greater clothes protection than any other machine now on the market.

Let us send you additional information about Monel Metal household equipment.



Monel Metal is a technically controlled Nickel-Copper alloy of high Nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company. The name "Monel Metal" is a registered trade mark.



Monel Metal advertising in color reaches approximately 5,000,000 prospective buyers every month through the pages of The Saturday Evening Post and Good Housekeeping.

# MONEL METAL

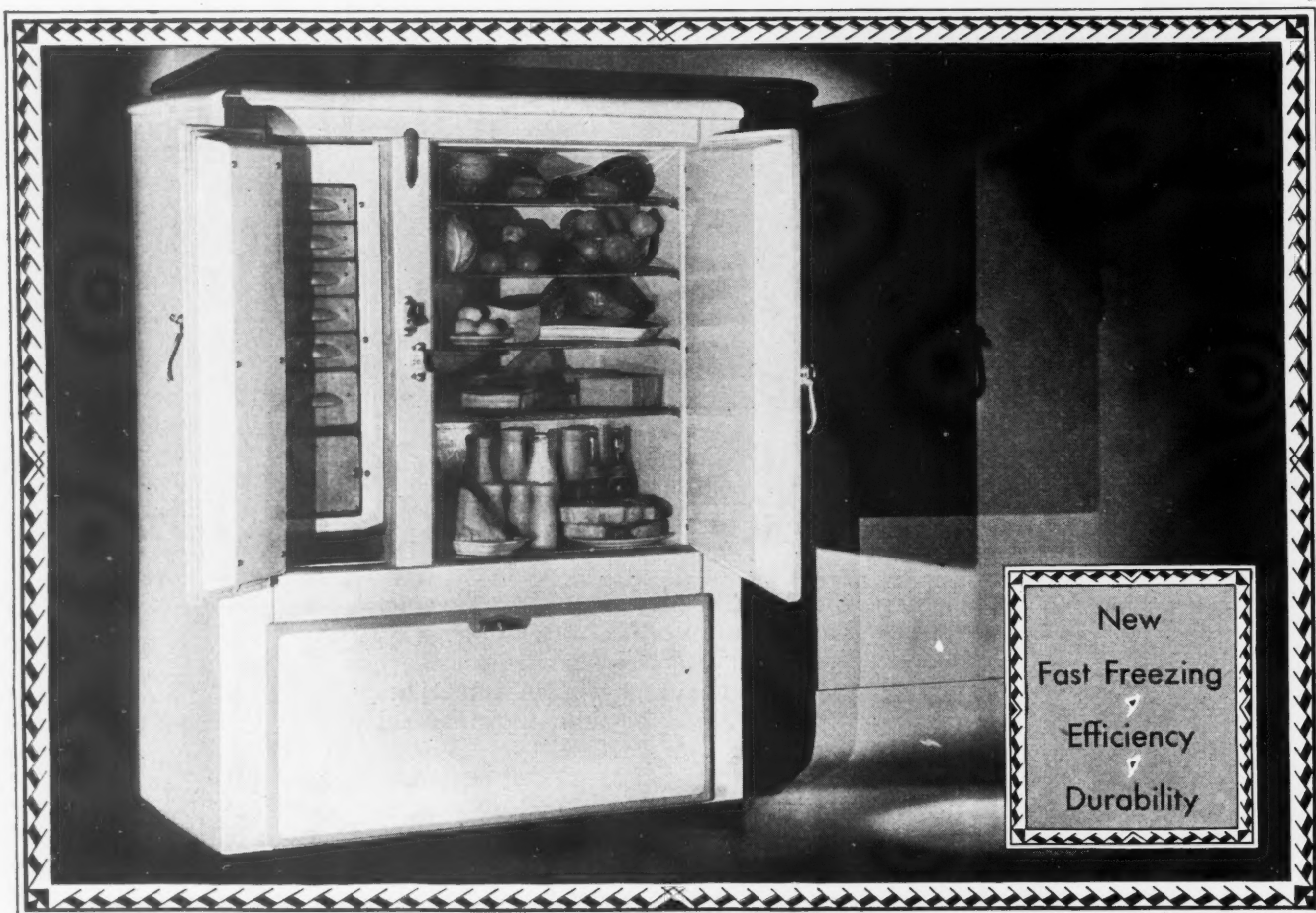
THE INTERNATIONAL NICKEL COMPANY, INC., 67 WALL STREET, NEW YORK, N. Y.



# A N N O U

# The *NEWEST* and *GREATEST* K E L V I

## "THE FINEST ELECTRIC



## FEATURES WHICH PLACE KELVINATOR YEARS AHEAD IN ELECTRIC REFRIGERATION

Ice-O-Thermic Tubes—the latest and greatest contribution to electric refrigeration, enabling far faster freezing—from water to ice in an astonishingly short period . . . The super-automatic low-temperature control . . . Refrigerator, ice-maker and cold storage plant in one, each functioning independently of the others . . . Super-

automatic in every phase of operation—freezing, refrigeration, cold storage . . . Ice capacity up to 35 pounds . . . Kelvinator Cold Keeper cuts down operating periods fully one-third, yet maintains perfect refrigeration . . . New beauty in cabinet design, finish and hardware . . . Porcelain interiors . . . New rust-proof metal construction.

# N C I N G NATOR

REFRIGERATORS EVER BUILT—*With KELVINATOR'S new Ice-O-Thermic Tubes, the most important convenience and utility yet offered to the user of electric refrigeration.*

*H. W. Burnett*

Vice-President, Kelvinator Corporation

ON SATURDAY, November 23, the entire Kelvinator dealer organization announced and displayed the newest and greatest Kelvinator line, incorporating exclusive features and conveniences, and performing services totally new to all electric refrigeration.



From thousands of Kelvinator dealers in all parts of America, reports are pouring in telling of the tremendous public reception given these new and finer Kelvinators—beyond question the finest product of the oldest successful experience in the industry.

Public and dealers alike pronounce the new Super-Automatic Kelvinators as years ahead in care-free performance, in de luxe beauty and finish and in modern application of electric refrigeration principles to the home.

By means of Ice-O-Thermic Tubes, these new Kelvinators bring to users, the very ultimate in automatic fast-freezing and automatic low-temperature control.

For the first time, they provide a refrigerator, an ice-maker and a cold storage compartment in one cabinet.

The Ice-O-Thermic Tubes achieve a new standard for the fast freezing of ice cubes. All this in addition to the perfect refrigeration of food, winter and summer alike, on the basis

of true home economy and absolute reliability.

In electric refrigerator value, the new Super-Automatic Kelvinators lead the world. We believe they will not soon be equalled, surely not excelled. They are presented in three complete lines of cabinet models, each in sizes and capacities to meet the needs of every home.

Every electric refrigeration dealer—whether he sells Kelvinator or not—will be vitally affected by what Kelvinator has achieved in this new line. As Kelvinator's finest product it will be backed by the most extensive publicity campaign in Kelvinator history. No detail has been overlooked that will effectively contribute to greater markets and greater profits for Kelvinator dealers.

Investigation may reveal a valuable Kelvinator opportunity in your own neighborhood. Interested dealers are invited to write or wire for full details of the Kelvinator franchise.

KELVINATOR CORPORATION, DETROIT, MICHIGAN

KELVINATOR OF CANADA, LIMITED, LONDON, ONTARIO

KELVINATOR LIMITED, LONDON, ENGLAND

**THE WORKS OF YOUR WIRING JOB**

**BALANCED MECHANISM**

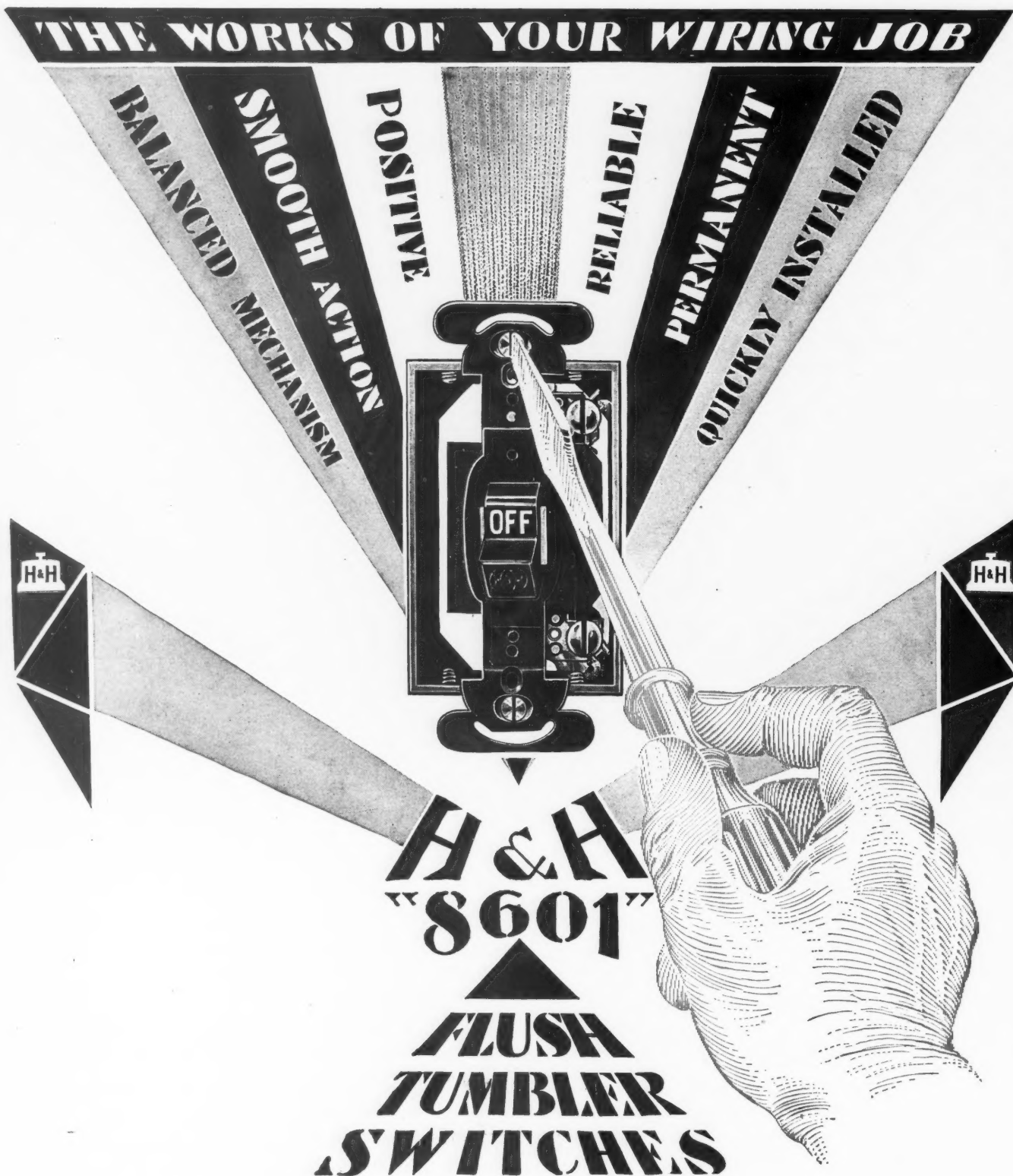
**SMOOTH ACTION**

**POSITIVE**

**RELIABLE**

**PERMANENT**

**QUICKLY INSTALLED**



**H & H**  
**"8601"**  
**FLUSH**  
**TUMBLER**  
**SWITCHES**

In this switch all valuable features come to a focus. The demands of permanent wiring-jobs all point to the "balanced action" as the highest development. Thoroughly modern—yet sturdily true to H & H standards of switchmaking for 40 years. Preferred by all in the building trades as all that a switch should be, as the "works" of the lighting. Complete listings in new *Catalogue "U"*—coming to you on request.

**HART & HEGEMAN DIVISION**  
THE ARROW-HART & HEGEMAN ELECTRIC CO.  
HARTFORD, CONN. MAKERS OF ELECTRIC SWITCHES SINCE 1890



# 1929's most popular electrical Gifts!



*The* **HANKSCRAFT** *line*  
*Stock them ... Show them .. Sell them !*



## National Advertising Plus ...

Space in The Saturday Evening Post and metropolitan dailies is but one feature of the Hanks Craft complete merchandising tieup. We provide attractive display material and literature, as well as mats for newspaper advertising. A special offer brings you free a beautiful eight color demonstrator display, complete with table. All you do to get this is buy the minimum assortment at established package discounts, \$44.14, net, F. O. B. Madison. Retail value, \$70. Ask your jobber's salesman.

The high pressure national advertising campaign now appearing in the Saturday Evening Post and leading metropolitan dailies is making Hanks Craft Egg Cookers and Fairy Warmers the sensations of the gift season.

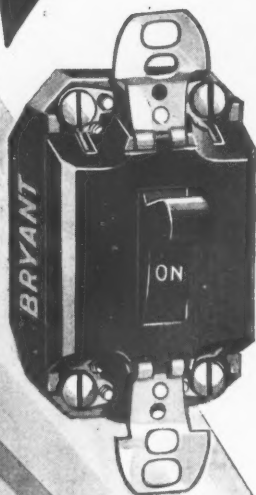
Everywhere dealers are reordering, reporting tremendous success from tie-ups with national advertising and use of the demonstrator display featuring the new gift package shown above.

The Hanks Craft Egg Cooker is the leading item of the line. But the Egg Service, complete with tray and egg cups, is establishing new sales records. So, too, are the Fairy Warmer and Egg-Ett, the individual egg cooker.

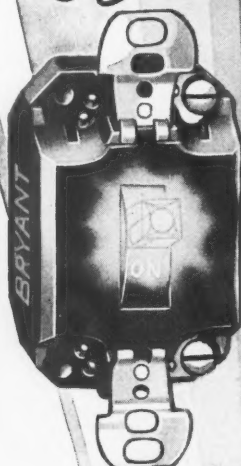
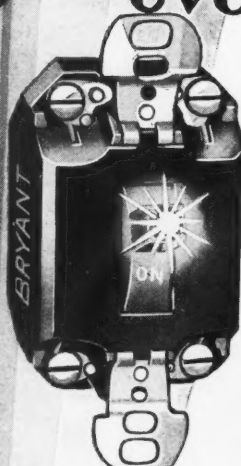
There is still time for you to share in the added profits dealers everywhere are winning by featuring these sure-fire gift items. Stock them—display them—and you'll sell them. Order from your regular jobber.

**The HANKSCRAFT Company** MADISON WISCONSIN

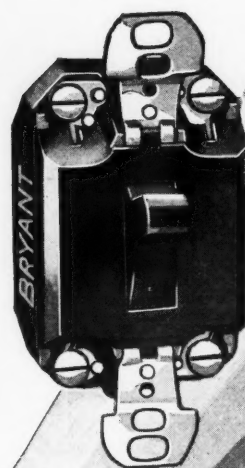
*OK'd* by Architects and  
Contractors  
everywhere



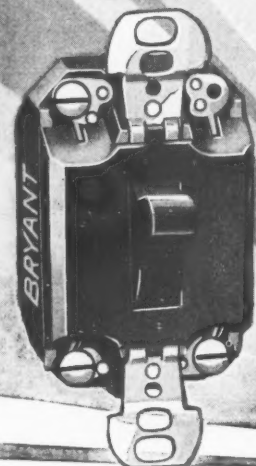
No. 3962

No. 3961-BH  
[Glo-Guide Handle]

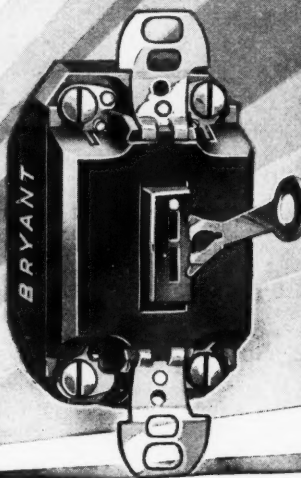
No. 3962-LUM.



No. 3964



No. 3963



No. 3962-L

### The BRYANT new enclosed Cup Switches SERIES No.3961

The switch cup, cover and handle are made of Bakelite.

The supporting yoke is separate and insulated from the ears.

Quiet operation is accomplished by improved construction of the mechanism.

These switches incorporate the latest improvements, and tests, under actual service conditions, have shown them to be equal or superior, on Type C Lamp Loads, to any other switches on the market.



THE BRYANT ELECTRIC COMPANY

BRIDGEPORT, CONNECTICUT

NEW YORK

PHILADELPHIA

CHICAGO

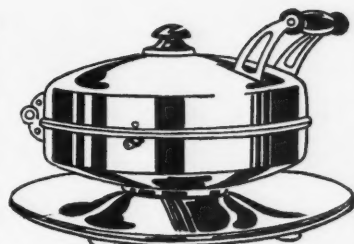
SAN FRANCISCO

MANUFACTURERS OF "SUPERIOR WIRING DEVICES" SINCE 1888

Manufacturers of HEMCO Products

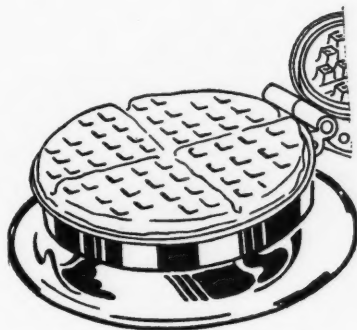
## HERE IS THE FASTEST SELLING ELECTRICAL SPECIALTY MADE

The MAJESTIC Grideliere is the fastest selling specialty of its kind on the market. Wherever dealers demonstrate it, it moves rapidly and its merits are so apparent that mere inspection puts over the story. Women see its exclusive advantages at once. This means increased sales and profits for you.



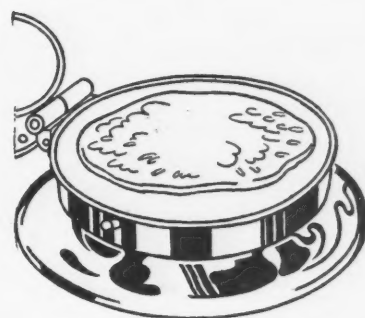
*It Is Beautiful*

The grids are instantly reversible,—a smooth side for Griddle Cakes and Toasted Sandwiches, and an indented surface for Waffles, French Toast and other dainties. The grids may be removed in a jiffy for scouring and cleaning. These features are exclusive with the Grideliere.



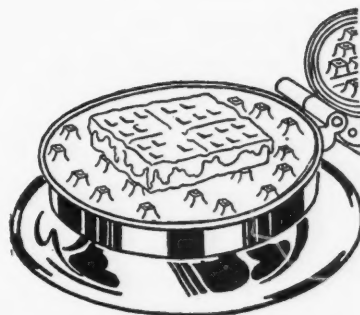
*Makes Delicious Waffles*

French Toast—crisp and tasty—made exactly right to tempt the most jaded appetite and ready to melt in your mouth—both sides cooked at once to keep the flavor imprisoned. Women appreciate this opportunity to make it the way they like it.



*Unexcelled Griddle Cakes*

All women hail this modern way to make waffles at the table and serve them crisp and tender just as they come from the iron, browned on both sides at once—light as down. Rapid turn-over and quick profits are yours.



*Finest French Toast*

It has been said that every man craves griddle cakes—and every wife would be glad to serve them if it could be done without fuss and trouble—that's why all women see the advantage of this appliance at once. It sells! Have the Grideliere on display in your store.

# MAJESTIC *Grideliere*

The Grideliere's popularity as a Christmast gift is increasing every year. It is a big seller this season. The Grideliere is now available in heavy chromium plate over nickel. The list price is \$22.50. Nickel finish \$18.00.

*Ask us about the way to more profits through the MAJESTIC FRANCHISE*

## Majestic Electric Appliance Co., Inc.

MAKERS ALSO OF THE FAMOUS SPEED-HEATER AND MOGAL REFLECTOR HEATERS  
AND A FULL LINE OF HEAVY DUTY HEATERS, WATER HEATERS, ETC.

PHILADELPHIA

SAN FRANCISCO

KANSAS CITY





## Easier Selling . . . Speedier Sales

**LITTLE JEFF—50 Watts**  
5½—11½ volts in 1.2-volt steps.

Operates all American Flyer, Bing, Borgfeldt, Dorfman, Ives and Lionel "O" gauge outfits.

**MIDGET—75 Watts**  
5½—22½ volts in 1-volt steps.

Operates Ives trains—all "O" and Nos. 691, 692, 705, 710 and 711 standard gauge outfits. American Flyer—"O" and standard gauge. Lionel—all "O" gauge and Nos. 243, 347, 350, 351, 352. Bing—all "O" and standard gauge. Also operates trains listed for Little Jeff and recommended when additional cars and accessories are used.

**TYPE No. 2—100 Watts**  
5½—23 volts in ¾-volt steps.

Operates all Ives and Lionel standard and "O" gauge outfits—and Christmas tree outfits up to sixteen 14-volt lamps. Also operates outfits listed for Midget and recommended when additional cars and accessories are used.

**TYPE No. 3—150 Watts**  
1—30 volts in 1-volt steps  
Operates all types of electrical trains up to large and most expensive. Also recommended for standard gauge outfits when extra cars and accessories are used; Christmas tree outfits up to thirty-two 14-volt lamps.

**D**URING the rush of Holiday selling—when minutes mean dollars—speed and accuracy are most important. That is why Jefferson Toy Transformers, packed in cartons plainly marked with a list of trains that each model will operate, have made selling easier, faster and free from error. Even the most inexperienced clerk can sell efficiently.

Jefferson Toy Transformers are built by specialists in transformer construction. They represent the combination of expert knowledge, quality materials, and precision assembly. For safety, service, and satisfaction Jefferson Toy Transformers are the accepted leaders.

Four models operate ALL sizes and makes of electrical trains. Thus buyers have the advantage of minimum stock, one source of supply for all needs, quantity discounts, and lower delivery charges.

Place your order for Jefferson Toy Transformers now and benefit by the profits they will make for you.  
Order from your Jobber

**Jefferson Electric Company**

1534 S. Laflin Street

CHICAGO, ILLINOIS

# JEFFERSON

## UNIVERSAL TOY TRANSFORMERS

# MAKING SUNSHINE PAY Regular Dividends



**EVEREADY**  
Sunshine Carbons

**EVEREADY**  
Sunshine Lamp

**SELLING** Eveready Sunshine Lamps and Carbons means regular profits.

The prestige of the Eveready name and the proven advantage of the carbon-arc type of sunshine lamp insures easier sales. Eveready Sunshine Lamps are load builders.

*The Eveready Sunshine Lamp, burning Eveready Sunshine Carbons, duplicates all the natural health rays in sunshine. That is why the demand for this lamp is constantly increasing.*

National Carbon Company,

outstanding leader in carbon products and sunshine lamps, offers a *direct dealer proposition* that eliminates all "in-between" leaks. The Eveready Sales Plan, first introduced last July, now already famous for its success in profit building, is still available to new dealers who wish to have sunshine pay them regular dividends.

Write us today for our plan for new and more profits in this great new market!

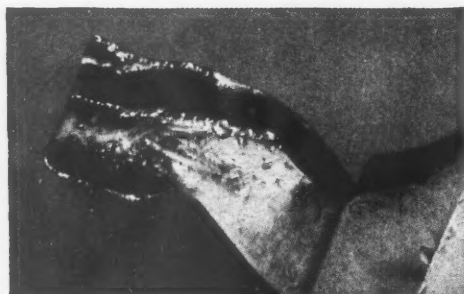
NATIONAL CARBON CO., Inc.  
Carbon Sales Division: Cleveland, Ohio

Unit of **UCC** and Carbon  
Union Carbide Corporation

**TWO MODELS**—An Eveready Sunshine Lamp for every pocketbook



# SEE what happens



*...to switch contacts not designed  
for type "C" lamp service*

**...SEE**  
the perfect condition of the  
new Hubbell Switch Contacts

*They have undergone the same service  
...but their design prevented ruinous  
burning at the "make". . .*

THESE PHOTOGRAPHS tell more forcibly than words the reason toggle switch contacts must be designed with type "C" lamp service in mind.

The standard type contacts shown at the top were removed from a Single Pole and a Double Pole switch after less than one year's service in circuit with type "C" lamps. They are practically destroyed. In a very short time they would break down completely under the heavy load of burning, fusing current at the instant of "make".

Now examine the new type Hubbell contacts in the switch at the right. They are in perfect condition, yet this switch has undergone exactly the same service which destroyed the "old" type of contacts. A radically different design provides for severe service. Burning of

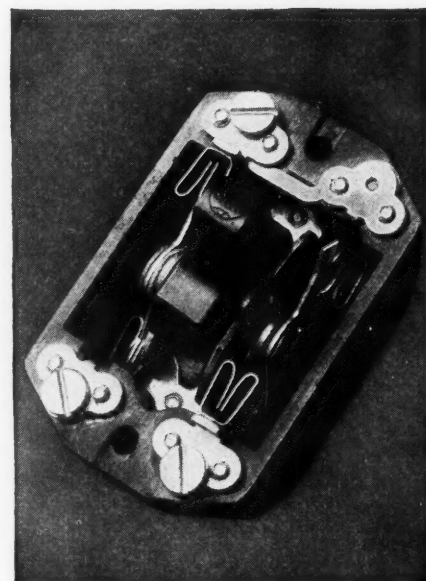
contacts at the "make", the chief cause of toggle switch trouble, is entirely overcome.

You will find much of interest in a detailed description of the complete line of new Hubbell Shallow Flush Toggle Switches. To obtain it — just clip the lower right corner of this page to your letterhead.

HARVEY HUBBELL, INCORPORATED  
BRIDGEPORT - - - CONNECTICUT  
Boston, Mass., 176 Federal St.; Atlanta, Ga., H. C. Biglin, 138 Marietta St.; New York, N.Y., 122 E. 42nd St.; Chicago, Ill., 318 W. Washington St.; Denver, Colo., T. H. Bodfish, 1109 Broadway; Philadelphia, Pa., Fifth St., Phila. Bourse, Exhibition Dept.



**HUBBELL**  
*Toggle Switches*



*The new Hubbell Toggle Switches incorporate a radically new form of contact spring scientifically designed so that two different rates of vibration are set-up in the spring; one tending to counteract the other. Thus recoil is practically eliminated in the ends of the contact spring when the solid metal contact blade strikes between them. As a result, burning and pitting of the spring is prevented — even when in circuit with type "C" lamps.*



# GREIST LAMPS

A Family of Lamps for Every Member  
in Every Family.

You needn't be a mind reader to understand that far-away look in people's eyes these days; most of them are pondering a common problem . . . What to give. What to give Mother. What to give Dad. What to give others who must be well remembered at Xmas.

Greist equips you to make good money out of this condition. Just lead them up to your Greist display and show them lamps for Dad, lamps for Mother, lamps for big brother . . . for Bobby, sister Mary and Grandmother.

There is a Greist lamp not only for every member of every family . . . but for every pocketbook. Your jobber can supply you, even up to the eleventh hour!



#### Standard Desk Lamp

The first full sized long shade desk lamp to sell at a popular price. Choice of four beautiful finishes. Retails at \$6.00.



#### Desklite

An adjustable lamp of stately design for office or home use, retailing at \$3.75.



#### Daylight Desk Lamp

A beautiful lamp fitted with daylight lens produces a soft natural light. Retails at \$8.50.



#### Piano or Radio Lamp

Two-point adjustment. Weighted base supports lamp even when brought down over piano or radio. Retails at \$4.50.



#### Parchment Shade Juniorlite

The attractive Juniorlite augmented by a choice of colorful parchment shades. Retails at \$3.00.



#### Flexible Lamp

An exceptional value. This graceful swan-neck lamp retails at only \$2.00.

FOR  
DAD'S  
DESK

FOR  
SISTER'S  
PIANO

FOR  
MOTHER'S  
SEWING  
ROOM

FOR  
GRAND-  
MOTHER'S  
ROOM

FOR BIG  
BROTHER'S  
HOME DESK

FOR  
BOBBY'S  
DESK

THE GREIST MFG. CO.  
New Haven, Conn.



To the Appliance  
Manufacturer—  
Electrical Dealers  
Recommend

*Appliances that use--*

## TIREX S J CORD



Out of the vast array of appliances in his store, will the electrical dealer pick *your* product to recommend to his customers?

The answer is YES!—if he knows that it is equipped to give trouble-free service. By supplying TIREX S J Cord as standard equipment on your product you insure the dealer against service calls due to faulty cord.

The smooth, tough outer sheath of TIREX S J Cord, specially compounded and containing a high percentage of Para rubber, effectively resists water, acid, grease and wear. Its stranded copper conductors give it maximum flexibility. The insulation of each conductor is of a distinctive color for polarity marking. Made like TIREX Portable Cord but of smaller diameter and lighter weight—it comes in sizes No. 16 and No. 18.

If you want to make your product one that dealers will *like* to sell, equip it with TIREX. Let us send you a free sample for your own tests—the coupon will bring it to you quickly, as well as any further information you might like.

Simplex Wire & Cable Co.,  
201 Devonshire St., Boston, Mass.  
Gentlemen:  
Please send data and sample of TIREX S J Cord.  
Name .....  
Address .....  
Title .....  
Company .....  
City .....  
State .....

### SIMPLEX WIRE & CABLE CO

MANUFACTURERS

201 DEVONSHIRE ST. BOSTON

BRANCH SALES OFFICES

CHICAGO, 564 W. Monroe St.

NEW YORK, 1328 B'way

SAN FRANCISCO, 390 Fourth St.

CLEVELAND, 2019 Union Trust Bldg.

JACKSONVILLE, 1010 Barnett Nat'l Bank Bldg.



*Suttle  
Electric labor  
Savers Appeal  
to Progressive  
Dealers.  
It is both  
Progressive  
and Profitable  
to Sell—*

**Suttle Electric  
Clothes Washer  
Clothes Dryer  
Dish Washer  
Health Exerciser**

**SUTTLE  
EASY  
SELLERS**

## These SUTTLE Products Meet the Big Demand . . .

These new and exclusive Suttle developments cater to the widest possible market for Electric Home Utilities. Original in design. Strong and sturdy in construction. An amazing new price appeal, plus a most comprehensive plan of advertising and resale cooperation.

Write today — Get our interesting proposition.

### SUTTLE Electric Clothes Washer

THE newest development in washing machine construction and operation. Electro-Magnetic principle more simple and dependable than Electric Motor. Impeller is isolated by metal screen, does not come in direct contact with wash. New washing principle forces water through fabric instead of swishing wash through water. Prevents wadding, twisting or tearing of fabric. Impeller gives 120 complete reversals of water a minute. Does an evening's wash in a few minutes, with thoroughness and gentleness—that dainty, more costly garments require. Highly polished aluminum tub, distinctive in appearance, light and portable. Aluminum extra thick for durability. Height, 10½ in.; diameter, 13¼ in. Used or stored in small space—operates from any light socket. Complete with 8-foot rubber coated, water proof cord.

Retail Price, **\$20**



### SUTTLE Electric Clothes Dryer

SUPPLIES an urgent household need with the most ingenious device. Electric Fan at top forces swift air current through red hot Electric coil into drying chamber below.

**HOT DRY AIR**—Hundreds of cubic feet per minute circulated in drying chamber. Quickly replaces moisture. Dries out contents in a few minutes. Weighs only 3½ pounds. Bag snaps on or off quickly. Entire outfit folds up and stores in small space.

Removable curtain of durable material. Modernistic design, fast colors. Makes drying cabinet 8½ inches wide and 22 inches long at top—47 inches in height. Multiple hook accommodates seven garment hangers. Generous drying capacity.

The handiest thing for drying an evening's wash—drying the hair—wet furs, overcoats, children's clothing—bathing suits, diapers, etc. **HAS A HUNDRED AND ONE USES.** Complete with wall bracket.

Retail Price, **\$15**



### The SUTTLE Electric Dish Washer

A DISH washer and dryer combined. Multiple action . . . Myriad torrents of hot, splashing suds does the work quickly. Dual Purpose—while rinse water drains, electric fan forces air current through red hot Electric coil. Hot dry air quickly dries contents. No unsanitary dish towels or individual dishes to handle.

No rough, red hands—keeps hands out of greasy dish water. Saves time, temper and china.

Highly polished aluminum tub—shines like silver. Light in weight, extra thick aluminum insures durability. Sanitary, will not rust or corrode.

Sets securely on drain board—water drains directly into sink. Stores away easily under sink or in small space.

22 inches long, 13 inches wide at base, only 11 inches high. A child can easily lift and operate it. Complete with metal dish rack and 8-foot rubber coated water proof cord.

Retail Price, **\$38**



### The SUTTLE Electric Exerciser

PROVIDES the correct principle of vibration. It's the new and easy way to reduce fatty tissue. It's a real health stimulant. Provides most natural application of vibratory and massage principle. Its beneficial effects can be concentrated on any portion of the body.

The only Exerciser that permits you to reduce and exercise as you relax. Will shake off superfluous chins, exercise the flabby, sagging muscles of the face and neck, making them firm and youthful again. Nothing to equal it on the market. Its size, shape and convenience of application makes it particularly useful in localized treatment. Sells itself with the first demonstration. The instant it is applied there is a noticeable stimulating effect.

Retail Price, **\$25**



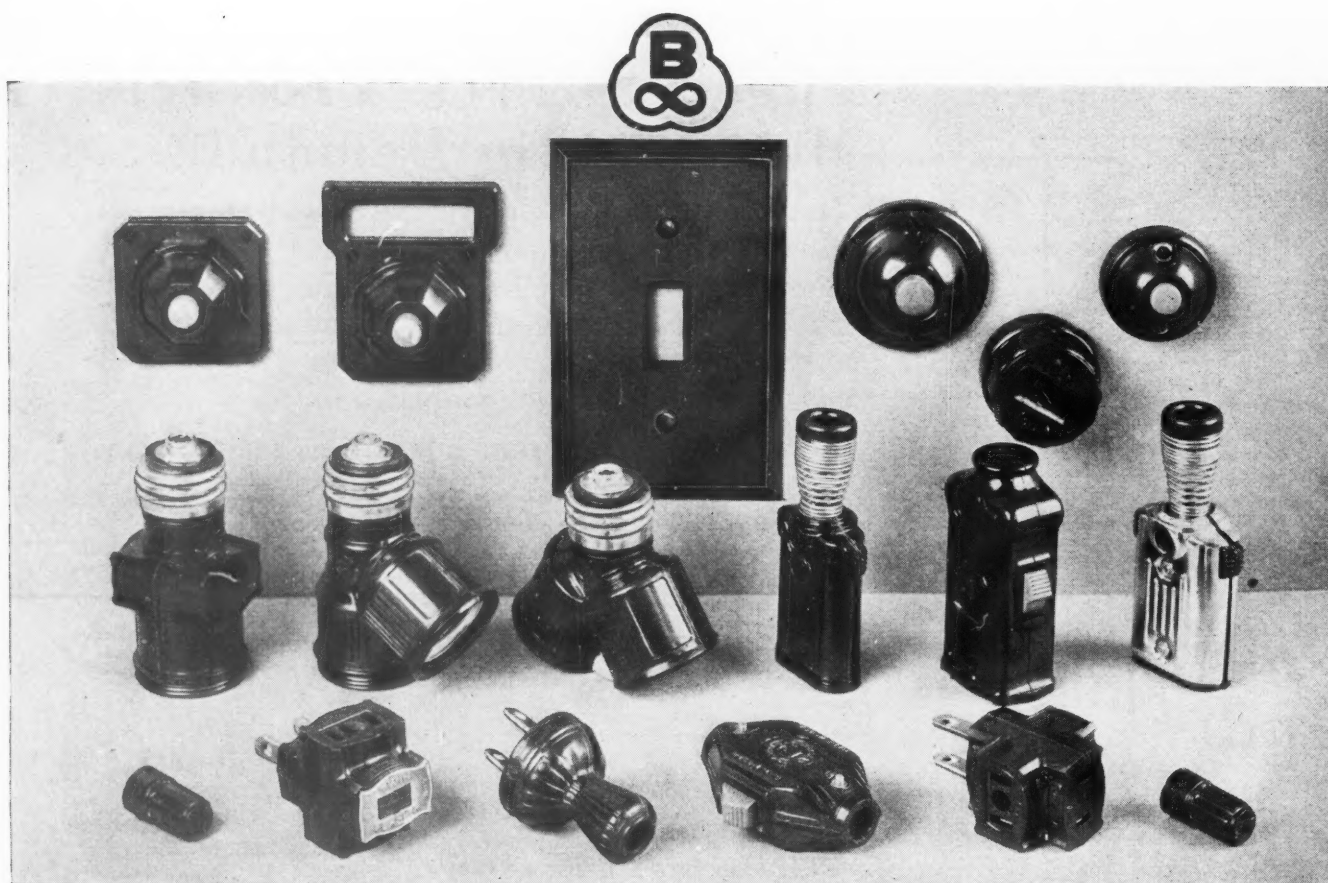
**SUTTLE EQUIPMENT COMPANY**

400 North Michigan Avenue

CHICAGO

Factory:  
Lawrenceville, Ill.





Rodale electrical wiring specialties of Bakelite Molded, made by Rodale Mfg. Co., Inc., New York.

## Every home needs several of these Bakelite Molded devices

**P**RACTICALLY everyone who enters your store is ready to buy one or more of these Bakelite Molded wiring specialties. It is an unusual home that does not need a current tap to provide an additional outlet; or a new and stronger heater plug to replace a troublesome old one; or that has not an old push-button which is getting out of fix, just when it is most needed.

Rodale recognized all of these and other daily needs of the average home, and produced an attractive line of Bakelite

Molded wiring specialties to meet them. The strength of Bakelite Molded made possible compact, but durable construction, and the rich color and permanent lustre makes the devices very attractive in appearance.

Winter time, and particularly holiday time, is the best season for selling wiring specialties such as those shown in the photograph. Your jobber can supply you with these, and many other Bakelite Molded devices and appliances. Why not write to us today for a complete list?

### BAKELITE CORPORATION

247 Park Avenue, New York, N. Y.; Chicago Office: 635 West 22nd Street  
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont., Can.

# BAKELITE

REGISTERED

U. S. PAT. OFF.

THE MATERIAL OF  A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital 'B' is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."

# CHRISTMAS PROFITS AHEAD

*from this new*

## Williams product which doubles your market!

### WILLIAMS ICE-O-MATIC REFRIGERATION

New Junior Model

**\$175** and up\*

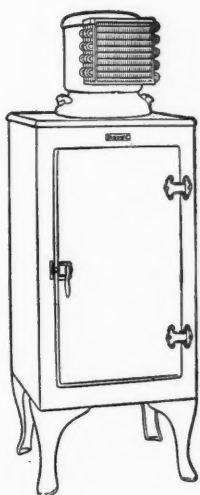
Easy to sell—this new Williams Ice-O-Matic Junior at \$175, with half-a-dozen outstanding practical advantages to users!

Williams Ice-O-Matic Junior doubles your market—means that few homes in your trade territory can afford any longer to be without this automatic refrigerator. The 1930 Model Ice-O-Matic Junior is a new and unique development in finer refrigeration at lowered cost—unlike any other refrigerator on the market. Williams engineering genius that created Oil-O-Matic—now heating more homes than any other oil burner—has developed it. Williams national advertising is pre-selling it to home-owners everywhere.

Get your prospects into your store. Tell them what it will do. Then watch it sell itself on its merits!

#### Only Williams Ice-O-Matic Junior Offers These Vital Advantages—At \$175!

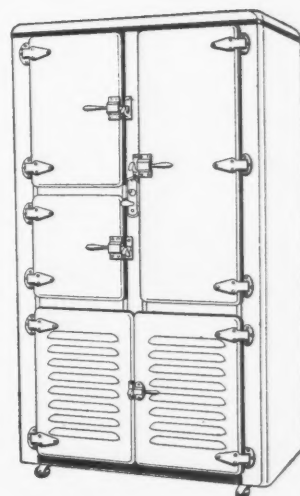
Ice-O-Matic Visible Temperature Control, for fast freezing / Powerful Cooling Capacity, assuring uniformly fine refrigeration / Silent Operation / Diminished Operating Cost / Lifetime, Trouble-free Service / Cabinets of Enduring Beauty, with new conveniences.



Unit may be mounted on top, at side or installed in basement. Also enclosed in cabinet, model not shown.

For Small Homes and Apartments Use Williams Ice-O-Matic Gift Certificate to Promote Christmas Sales

\* Prices at the factory.



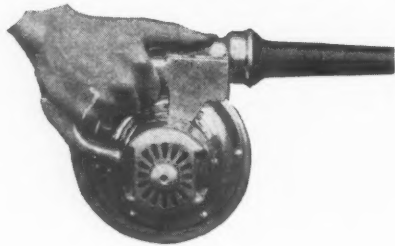
**INVESTIGATE**  
*Our Dealer Franchise*  
**Sell Williams Ice-O-Matic**  
*Line The Year Round*

Williams Ice-O-Matic line includes this Benjamin Crysteel Cabinet, in five sizes, with Williams Ice-O-Matic units enclosed in the cabinet or installed in the basement.

**WILLIAMS OIL-O-MATIC HEATING CORPORATION**  
BLOOMINGTON, ILLINOIS



### Sturtevant Midget Blowers



*"Midgets in Size but Big in Performance"*

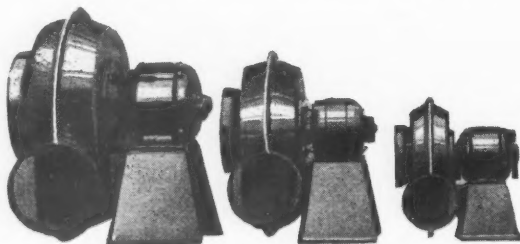
**U**SED for blowing dust and dirt from motors, generators, switch boards and machinery of all kinds—hard-to-get-at places. It shoots *dry air*—250 feet per second—right where you want it. Light in weight, convenient to handle, universal motor—for A.C. or D.C. Also made in stationary type with foot rest.

### Sturtevant Propeller Fans

**F**OR exhausting directly to out-of-doors. Widely used in restaurants, bakeries, garages, laundries, industrial plants and many other places. Quickly installed at very moderate cost—gives years of effective service. Quiet motor, fully enclosed as a protection against dust, fumes, grease, etc. It will deliver more air, size for size, than any other similar fan on the market.



### Sturtevant Ventilating Sets



**T**HESE fans are ideally adapted for the ventilation of small and medium size rooms—in general up to 7500 cu.ft. contents. May be used for ventilating kitchens, toilets, chemical laboratory hoods, motion picture and telephone booths, bank vaults and similar places. May be operated either as an exhaustor or blower. Six sizes.

### B. F. STURTEVANT COMPANY

*Plants and Offices at: Berkeley, Cal. Camden, N. J. Framingham, Mass. Galt, Ontario Hyde Park, Mass. Sturtevant, Wis.*

*Branch Offices at: Atlanta; Boston; Buffalo; Camden; Charlotte; Chicago; Cincinnati; Cleveland; Dallas; Denver; Detroit; Hartford; Indianapolis; Kansas City; Los Angeles; Milwaukee; Minneapolis; Newark; New York; Omaha; Pittsburgh; Portland; Rochester; St. Louis; San Francisco; Seattle; Washington, D. C.; Canadian Offices at: Toronto, Montreal and Galt. Canadian Representative: Kipp Kelly, Ltd., Winnipeg. Also Agents in Principal Foreign Countries.*

# Sturtevant

(REG. U. S. PAT. OFF.)

## Ventilating Fans and Blowers



New 1930

# CABINETS

by

**LEONARD**

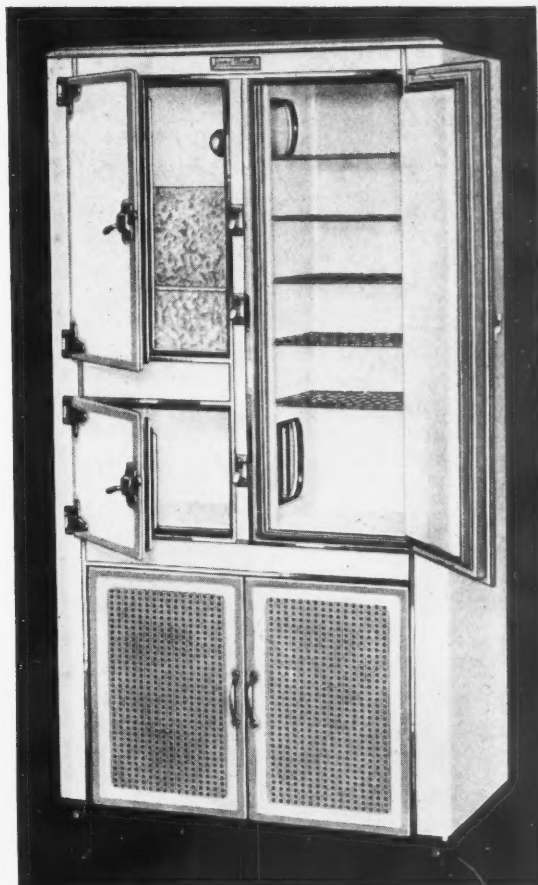
## Electric Refrigerator Cabinets of Steel

With NEW  
Leonard Approved  
Insulation

Leonard, foremost and largest cabinet manufacturers, presents the new advanced Steel Cabinet Line, built especially to meet the 1930 needs of Electrical Refrigeration.

Steel cabinets of surpassing beauty and enduring quality. New styles, new colors, new features of convenience and cold-holding efficiency. A variety of sizes and types that make this the most complete cabinet model offering ever made to the electrical refrigerator trade.

Steel non-warping bodies with tight-closing doors—with Leonard Approved Insulation, insuring fullest and best performance of the electric unit. Cabinets that mean customer satisfaction and good-will, less service cost, more business for you. Write today for full information.



### Get acquainted with our Special Contract Department

Electric unit manufacturers, distributors and dealers will find great advantage in using the services of this department. Here is a complete engineering staff, skilled and experienced, with every resource and facility for research, design and STRAIGHT-LINE production. Special equipment for supplying custom-built cabinets for manufacturers of all types of mechanical units. Write us for suggestions and quotations.

Let Leonard Commercial Cabinets help you to sell more commercial installations, as they have helped many other dealers.

Cabinets for homes, apartments, stores, hotels and hospitals.

**LEONARD REFRIGERATOR COMPANY, Grand Rapids, Mich.**

Furniture Mart, Chicago

1 Park Ave., New York

## You design the appliance— let "PERKINS" furnish the gearing

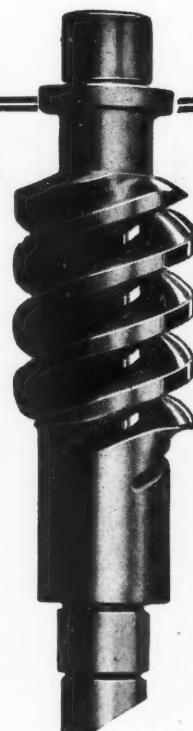
Regardless of your gearing problem or requirements, Perkins Engineers are ready to offer you a satisfactory solution.

This means you are at liberty to call upon data and experience collected during over 20 years of gear design and production.

### Perkins Ground Thread Worms

are especially designed to function accurately throughout the life of any appliance. These, too, are produced by special thread grinding machines making possible a finished product that is right in price, precision and performance.

**PERKINS MACHINE & GEAR CO.**  
130 Circuit Ave., Springfield, Mass.



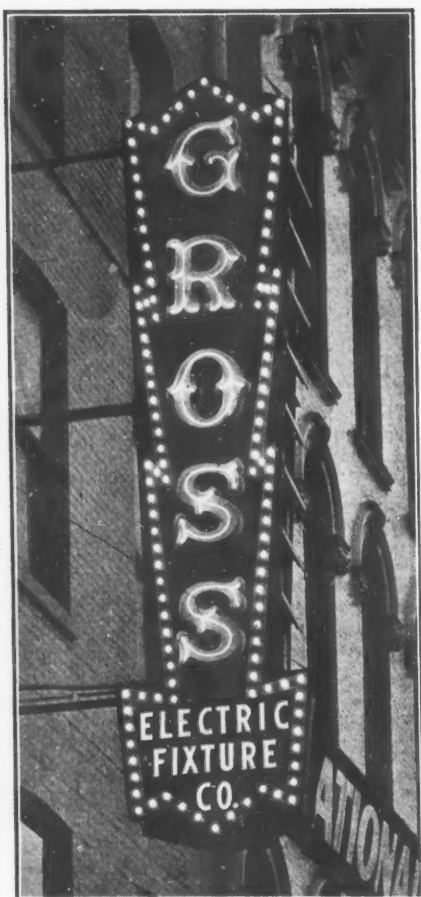
### SEND FOR CATALOG

This handy catalog may save considerable time when gears must be obtained promptly.



### Ask about NITRALLOY GEARS

The gears with a surface that is harder than the hardest of alloy steel! Perkins Engineers recommend them for assemblies subjected to corrosion.



## SPEED UP Business

**B**UILD up your sales and profits with that greatest of all customer attractors—an electric sign!

### A Flexlume electric

- will "circulate" your name and location before the daily throng of people passing within sight of your store.
- will be as effective by day, due to colorful contrast, as by night when brilliant with electric light.
- its moderate cost will be quickly absorbed by the increased business it brings.

Let our specialists in electric sign design submit a color sketch, free of charge, of a unique display to fit your particular needs. Write FLEXLUME CORPORATION, 1937 Military Road, Buffalo, N. Y.

Sales and Service  
Offices in Chief Cities  
of U. S. and Can.



Factories at  
Buffalo, N. Y. and  
Toronto, Can.

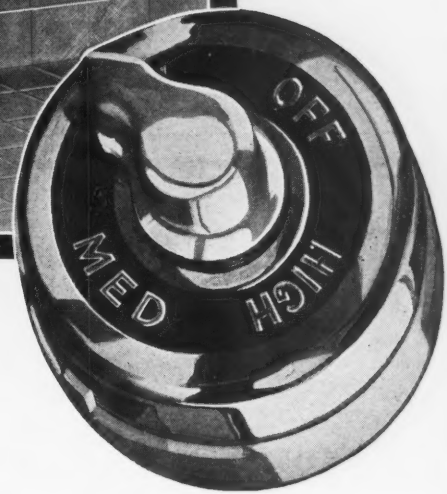
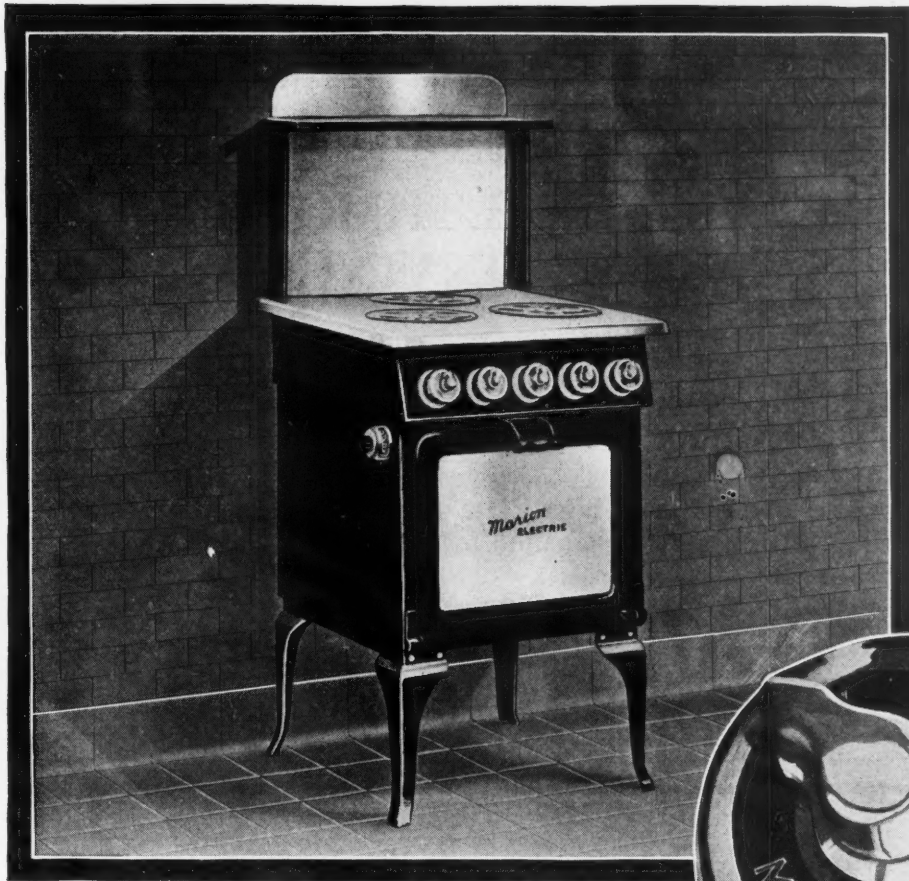
**FLEXLUME**  
ELECTRIC DISPLAYS

Your choice of  
Flexlumes include:

NEON TUBE  
EXPOSED LAMP  
OPLEX GLASS  
LETTER or

COMBINATIONS of  
These Illuminations

# NEEDS NO SERVICING!



There's one thing about "Diamond H" Heater Switches that make them the choice of the important range manufacturers of the world.

They need no servicing.

The reason is fundamental. "Diamond H" Heater Switches and all other "Diamond H" heat control devices are built to do the job and are made so well that they set high standards for the industry.

When you select a "Diamond H" device for your appliances, you assure the buyer trouble free service.

Does "Diamond H" reputation for high quality mean anything to you? It should.

Marion Ranges are "Diamond H" equipped.



**The Hart Manufacturing Co.**

**HARTFORD, CONN.**

Boston

New York

Detroit  
Minneapolis

Chicago  
Cleveland

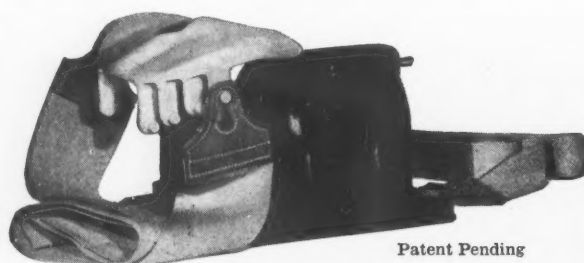
San Francisco  
Philadelphia

Dallas

Toronto, Can.

## DIAMOND SWITCHES





Patent Pending

No. 1—HEALTHWAY MOTOR  
by McDOWELL

Not  
Just  
Another  
Exerciser

\$85.00—60 cy. A.C.  
motor (stand extra)

SPEAKS HEALTH  
from  
HEAD TO FOOT



## MOST COMPLETE HEALTHMOTOR— PROSPECTS EASILY CONVINCED

A portable exerciser with the unique feature of an aluminum oscillating Saddle-Seat and Foot-Massage Plate which is also the arm to which the applicator belts are fastened.

To sit on the Saddle-Seat will thoroughly and pleasantly stimulate the entire body, at one time.

To place the feet on the Foot-Massage Plate (designed to fit the feet) will rest tired and bothersome feet and limbs, and soothe the entire nerve system.

Other models (without Saddle-Foot Plate) \$55.00 and \$65.00

*Write today for our special introductory offer*

**McDOWELL MANUFACTURING CO.**

P. O. Box 5840—Millvale Branch, Pittsburgh, Pa.



Saddle Seat—To ride like a horse.

## Want a Binder for This Issue?

**L**OUD wails have reached this office in past years from readers who had difficulty in making their Appliance Index issue last the year 'round.

It is put to such constant use, they say, and handled by so many people that it loses its crisp, clean-cut appearance and becomes a battered and tired looking book.

We come to the rescue with a snappy solution.

Relentless inquiry has revealed that it is possible to obtain a good stout board binder covered with fabrikoid. We have bought a quantity and offer them to our readers at \$1.50 (our cost). The binder is not only durable but good looking with the impressive title "Electrical Merchandising Appliance Index Issue" embossed neatly on the cover.

If you want one write enclosing \$1.50. We will do the rest.

**ELECTRICAL MERCHANDISING**

Tenth Avenue at 36th Street  
New York, N. Y.

# ROCKBESTOS

*-the asbestos insulated wire*



## Approved Heater Cord

The only possible reason for using sub-standard heater cord on electric heating appliances, is—price.

Yet the difference in cost between sub-standard heater cord and "Approved" Rockbestos Heater Cord is rarely over *one cent* per appliance.

On the one hand, the appliance should be marked by a "Danger" sign—on the other hand, long, hard and safe service are assured.

Are you letting a penny stand in the way of the best and safest insurance for continued activity on your appliances—Rockbestos "Approved" Heater Cord?

Every foot is "Approved".

### ROCKBESTOS PRODUCTS C O R P O R A T I O N

NEW HAVEN, CONN.

5942 Grand Central Term. Bldg., New York

903 Clark Bldg., Pittsburgh, Pa.

On the Pacific Coast—Anaconda Wire & Cable Co.

716 Madison Term. Bldg., Chicago



## Housewives Sell Themselves

It is now a thoroughly proved fact that most home demonstrations of the CONOVER Electric Dishwasher result in sales. Once a woman tests the many conveniences of the CONOVER she never again wants to be without this latest contribution to kitchen efficiency.

**CONOVER**  
*Electric*  
**DISHWASHER**

*It Washes, Rinses, Dries Home Dishes*

No dealer can say he handles "everything electrical" if he does not stock the electric dishwasher. And no dealer need pass up any dishwasher sales if he is an authorized representative of the CONOVER, which is made in three sizes to fit practically every home need.

### The Portable CONOVER NEEDS NO NEW PLUMBING

The portable CONOVER fills from the faucet and empties electrically into the sink. Requires no attachment to the plumbing. Practically every wired home is an ultimate prospect. Saves the housewife three to four hours of kitchen drudgery every week. Ideal for gift purposes. Write to our nearest District Office or Distributor for complete information. Address Dept. H-12.

### THE CONOVER COMPANY

General Offices: 140 S. Dearborn St., Chicago

District Offices:

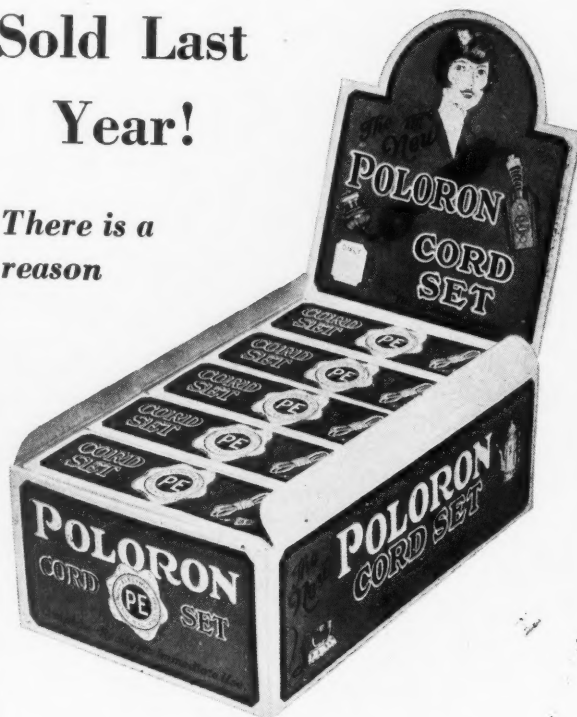
Philadelphia—1700 Walnut St. Boston—115 Chauncy St.  
New York—101 Park Avenue.

Distributors:

California—Electric Utilities Co., 737 Terminal St., Los Angeles.  
Montana—Fred L. Briggs, 415 Janeaux St., Lewistown.  
Canada—P. J. Baker Sales Corp., Ltd., 234 Bay Street, Toronto.  
Valuable territory open to distributors.

## Over 1¼ Million Sold Last Year!

*There is a  
reason*



### Astonishingly Low Price Appliance Cords

*Every cord doubly inspected and  
tested for open and short circuits.*

223C	Cotton Cord	227C	Cotton Switch Cord
223S	Silk Cord	227S	Silk Switch Cord
223P	Pull Cord	223CA	Cotton Armored
	(with a cool molded handle on plug)		(with Pull Cap)
		223SA	Silk Armored

### CLIP LITE BOOK LAMP



*"Lamp of a Hundred Uses"*

Book Lamp, Night Light, Phone  
Lamp, Radio Lamp, Bed Light,  
Window Display, or Music Stand,  
etc.

LIST **69 c.**

Including 110 Volt Bulb  
Finished in Blue, Old Rose, Ivory,  
Green and Orchid.

Send for our Catalog of Appliance Plugs, Cube Taps,  
Bakelite Receptacles, Plates and other specialties.

**POLORON**

Electric Mfg. Corp.

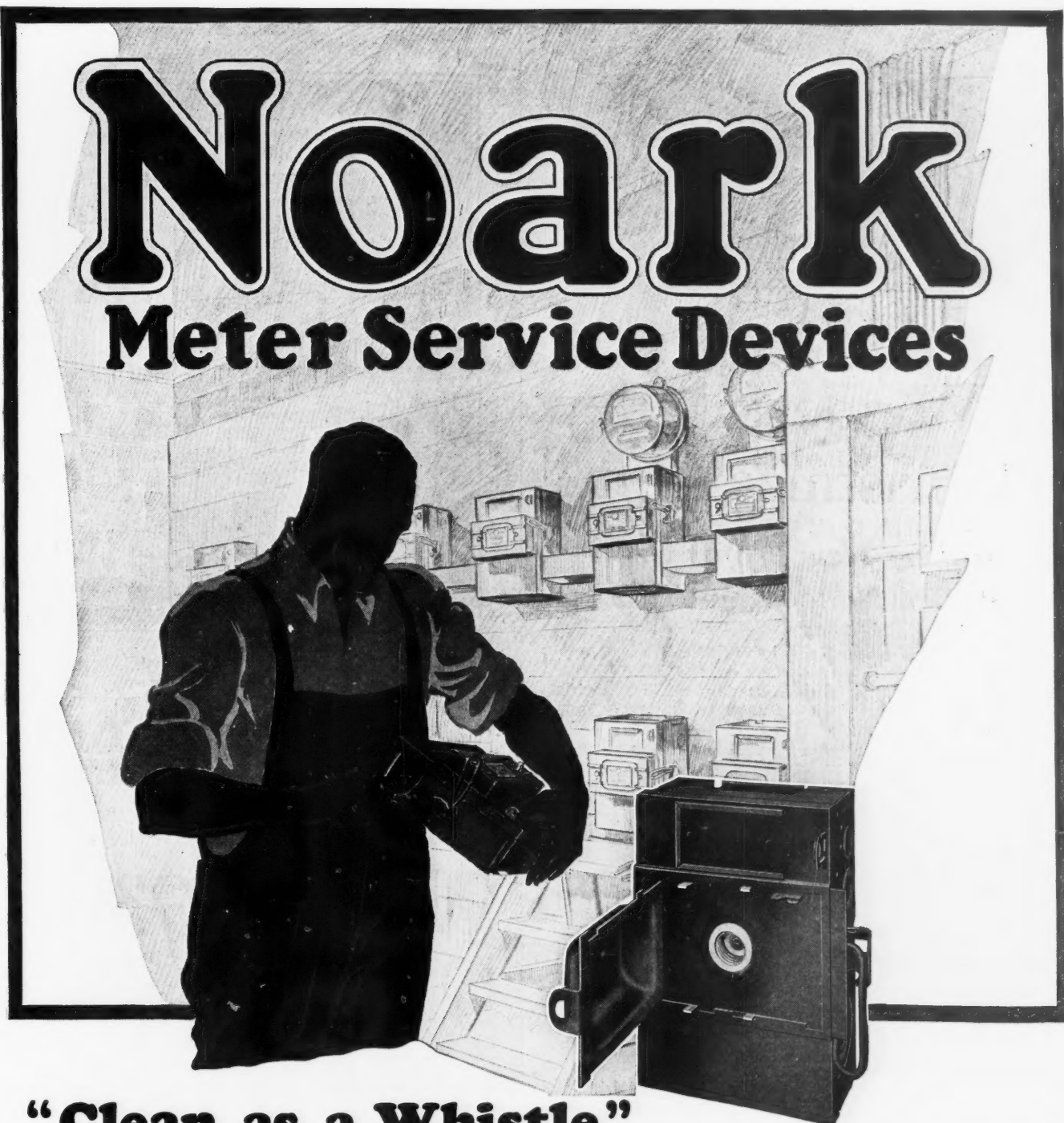
20 Bond Street, N. Y. C.

CHICAGO—H. E. Johnson, 613 Fulton St.—Carries Stock  
LOS ANGELES—Harold Weaver, 731 Terminal St.—Carries Stock  
DETROIT—J. J. Miner, 141 E. Jefferson Ave.  
ST. LOUIS—R. C. Mellor, 5825 Maple Ave.  
BALTIMORE—Leonard A. Weller, 617 Lexington Bldg.  
BOSTON—Charles D. White, 208 Purchase St.  
DENVER—Wesco, 7th and Lawrence Sts.



# Noark

## Meter Service Devices



### "Clean as a Whistle"

"TALK all you like about one make of meter box being as good as another—I'm here to tell you that you'll go a long way before you'll find as good construction, as clean knockouts or as handy terminals as you get in

### NOARK Meter Service Switches

When you can take out your knockouts, hang your boxes, set your troughs, pull in your wires and make your connections without any trouble or delays, you can make time—and time is what counts in making a meter switch installation, every time."

**COLT'S PATENT FIRE ARMS MFG. CO.**

ELECTRICAL DIVISION

**HARTFORD, CONNECTICUT, U. S. A.**

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • SAN FRANCISCO

33-S-41



#### ACCO

For accessible fusing

#### SECO

For sealed fusing

#### UNIVERSAL

For sealed service and accessible loadside fusing. In 30 ampere capacity only. Provisions for up to four branch circuits in same cabinet

#### QUADBREAK

For Polyphase 3-wire service

[ Catalog on request ]

COMING! The most revolutionary advance in industrial switch design is soon to make its appearance. Watch for announcement by Colt



*Retails for \$14.95*

## A Wonderful New Christmas Item

*Making New Profits Grow  
Where None Grew Before*

**T**HIS tells of a brand new line that dealers have welcomed everywhere as soon as they have seen it.

It is the Sunkist Jr., brother of the big Sunkist Electric Fruit Juice Extractor you see in practically every soda fountain in the country.

Sunkist Jr. is made by the A. C. Gilbert Co., and sponsored by the great organization of the California Fruit Growers Exchange—and sold by them at what they pay for it—because it increases the nation's use of their products: oranges and lemons.

Sunkist Jr. is widely advertised in The Saturday Evening Post (back covers), Ladies' Home Journal, Good Housekeeping, Woman's Home Companion, Cosmopolitan, Vogue, and House and Garden. Reaching millions of prospective buyers.

Get your share of this newly created Christmas business. Stock Sunkist Jr. Display it. Get in on the great demand our advertising is creating. You don't have to sell Sunkist Jr.—people buy it!

### *Features of the Sunkist Junior*

Makes orange juice possible for breakfast every morning and any time during the day.

Economical to operate—obtains from three oranges or lemons the juice four usually yield. Ends waste.

Plugs in any light or wall socket by means of 10 feet of gray, heavy electric cord and separate attachment plug.

Takes seconds where old methods wasted minutes in reaming out orange or lemon juice.

Easy to clean and easy to operate.

## Sunkist Jr. Fruit Juice Extractor

### CALIFORNIA FRUIT GROWERS EXCHANGE

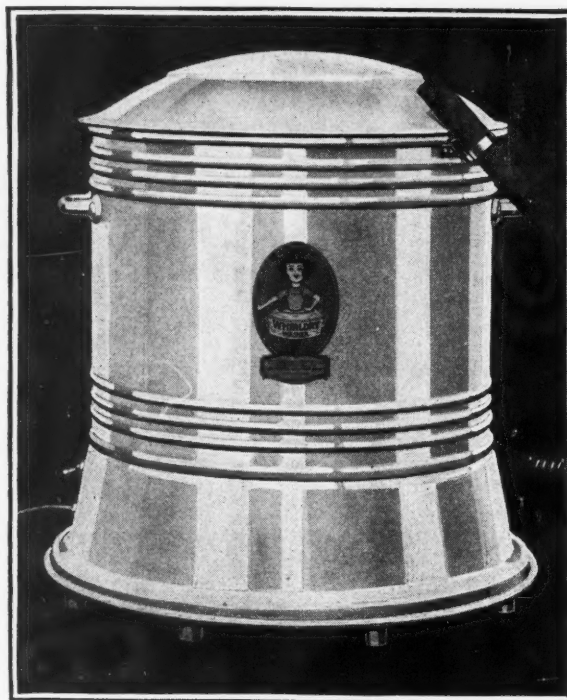
Div. V Jr. 912, 900 North Franklin St., Chicago, Ill.

Without obligation, please send me full information about your cost price offer on the (electric) Sunkist Junior Extractor.

Name.....

Address.....

City..... State.....



## WATCH FOR 1930 PLANS

*on*

The Portable  
**WHIRLDRY**  
WASHER

**THE WHIRLDRY CORP.**

New Haven, Conn.



Actual Size  
U. S. Pat. No. 1654660

## SHERMAN BAKELITE FIXTURE CONNECTOR (PATENTED-APPROVED)

### Another Accomplishment in Electrical Terminal Design

IT'S NEW, DIFFERENT, SUCCESSFUL, ECONOMICAL—developed by \*Terminal Headquarters. With extensive investigation and tests, with large and modern facilities, with a thorough understanding of your problems it was possible for the H. B. Sherman Mfg. Co. to produce this Bakelite Fixture Connector.



SEE THE VEE

The only connector that is solderless and tapeless and provides for a pigtail joint, with perfect safety. One size only and takes any needed wire combination in the "VEE". The joint is made quickly.

This Connector is made entirely of insulating material of highest quality. The outer portion of the body is enlarged to admit the insulation thus completely sealing the joint. The bare wires enter the "VEE" and are held securely in place with Set Screw.



Phantom—Showing Construction



Assembly

This Connector is designed and tested for a greater strength than actually needed. No metal parts to permit short circuit or leakage.

Attractive in design, easy to handle and use, and of convenient size. Fit nicely in canopies.

Leading Fixture makers supply them with fixtures. They recognize the advantage of making their fixtures truly complete with these popular connectors.

Packed 100 per Box—50 Boxes per Shipping Carton.



**SOLD THROUGH JOBBERS**



**H. B. SHERMAN MFG. CO.**  
Battle Creek, Mich.

### Headquarters\* for terminals

Sherman makes a high quality, complete, and economical line of terminals for the ends of cables and wires. They are now generally accepted as the proper terminals to use because of their exclusive features, advantages, and economy. Ask for descriptive literature.



Carton of four Eveready Raytheon B-H Tubes

## WHEN TUBE REPLACEMENTS ARE NECESSARY IN "B" ELIMINATORS ... EVEREADY RAYTHEON B-H

MOST "B" power units are designed for the B-H tube . . . the original gaseous rectifying tube. Millions of such units have been sold in the past few years. When tube replacements are necessary, a new Eveready Raytheon B-H Tube will give the greatest satisfaction. Tell your customers what a tremendous improvement in reception a new rectifying tube will make.

Eveready Raytheon B-H Tubes come in handy packages of four tubes each. Always keep at least one full carton on display. The market for these tubes is enormous!

**NATIONAL CARBON COMPANY, INC.**

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

Unit of Union Carbide  and Carbon Corporation



Trade-marks



This is an  
**OPPORTUNITY**  
for the dealer who has  
been looking for an  
**outstanding**  
**OIL BURNER**

—for the burner  
that will do most  
to establish him in  
the oil burner busi-  
ness in his com-  
munity.



Listed and Labeled by Underwriters  
Laboratories

To that man—we urge consideration of the Crystal Blue Flame Oil Burner. He will quickly approve the Crystal "Blue Flame" principle because it means clean, odorless, smokeless, sootless, wasteless heat.

He will find appeal in the fact that Crystal may be installed without alteration to furnace, grates or flue.

And he will have few service calls—for Crystal is soundly planned—soundly built.

Send for Particulars

CRYSTAL OIL BURNER CORPORATION  
1440 BROADWAY, NEW YORK CITY

**CRYSTAL**  
**BLUE FLAME**  
**OIL BURNER**

## JIFFY-DRI

Electric HAND and FACE DRIER



Every electrical distributor and dealer should appreciate the vast market for the JIFFY-DRI Electric Hand and Face Drier. There is profit for you in selling JIFFY-DRI and you should include this live electrical appliance in your line.

"Bobbett" has been known for many years for its complete line of electrical specialties. It will pay you to investigate the Bobbett line which includes:

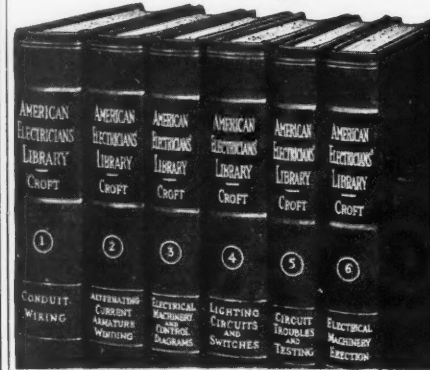
JIFFY-DRI Electric Hand and Face Drier  
Electric Glue Pot  
Complete line of Electric Hat Blockers  
and Stretchers  
Therapeutic Lamp  
Electric Heating Pad  
Heat-a-Knife—the electric knife and  
furnace for furniture and wood  
workers

Send for Literature.

**BOBBETT ELECTRIC MFG. CO.**  
4305 Cottage Grove Ave., Chicago

Every electrical man who  
handles wiring jobs

—should have this  
great electrical library



—yours  
to examine  
for 10 days  
FREE!

## American Electricians' Library

6 volumes—over 2,000 pages—fully illustrated.

The six books composing the American Electricians' Library cover the entire field of wiring. Terrell Croft's books on practical electricity are known and respected by experienced engineers and workmen throughout the world. This up-to-date Croft Library is packed full of practical data, diagrams, kinks, short-cuts, helps, etc., etc. Usable data is given on armature winding, circuit testing, conduit wiring, installation and servicing of machinery, and every method and operation used in the electrical contracting field.

### FREE

—if you act now

BRAYMER and ROE'S

### Repair Shop Diagrams

This is a real tool for the armature winder and maintenance man. It covers connections and layouts for induction motor windings embracing up to 24-pole windings for two- or three-phase motors.

### Over a Thousand Wiring Diagrams

The thousand wiring diagrams in these books alone are worth more than the price of the entire Library. Many of the plans are unobtainable elsewhere; many more are difficult to get from any other source—all are explained and clarified in a most practical and adaptable manner. Combined with the great mass of valuable information this famous set of books become the foremost home-study and training medium in electrical contracting.

### Free Examination—Small Monthly Payments

Fill in and mail the coupon below. We will send you the six volumes of Croft's AMERICAN ELECTRICIANS' LIBRARY for ten days' free examination. We take all risk and pay all charges. You assume no obligation of any kind. If you decide to keep the books, send a first payment of \$1.50 at the end of ten days. Then pay the balance at the rate of \$2.00 a month until the special price of \$17.50 has been paid. Upon receipt of your first payment we will send you, free, a copy of Braymer and Roe's "Repair Shop Diagrams."

## MC GRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Gentlemen:—Please send me the AMERICAN ELECTRICIANS' LIBRARY (shipping charges prepaid) for 10 days' free examination. If satisfactory, I will send \$1.50 in ten days and \$2.00 a month until the special price of \$17.50 has been paid. If not wanted I will return at your expense. When my first payment is received you are to send me my free copy of Braymer and Roe's REPAIR SHOP DIAGRAMS.

Signed .....  
(Please Print)

Address .....

City and State .....

Official Position .....

Name of Company .....

(Books sent on approval to retail purchasers in the U. S. and Canada only.)

E.M. 12-39

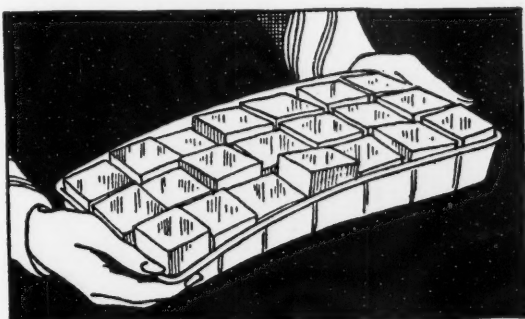


## INSULATORS made of LAVA

Electrical appliance manufacturers have found in lava parts the solution of their problems of insulation.

Each part made to special design. The material strong in dielectric and heat resistant properties.

**AMERICAN LAVA CORPORATION**  
1423 William St., Chattanooga, Tennessee  
*Manufacturers of Heat Resistant Insulators*



## FLEXO TRAY

*The Pure Rubber Ice Cube Tray  
Sells Every Month in the Year!*

Has an instant appeal—because it makes easy the removal of ice cubes. No more splashing water. No waste of cubes. No meltage. Just bend Flexo Tray and every cube is loose. Nationally advertised. Keeps your men busy and develops all year round sales for new machines.

*Write today for sales plan, literature,  
prices and discounts.*

**G. M. DWELLEY, Inc.**  
549 Curtis Building, Detroit, Mich.



## A different ELECTRICAL gift

This newest, most beautiful and useful of electrical Christmas Gifts is being advertised to 15,000,000 women in November & December magazines.

### *The New and Improved Dormeyer Electric Food Mixer*

offers the opportunity to make even bigger profits this holiday season selling Dormeyer Mixers than last year, when our "Standard" model made sensational sales record.

Send coupon today for Mixer  
and Striking Window Display  
Material



*The New Senior  
Dormeyer*

Window display outfit includes a beautiful self-demonstrating display stand in picturesque, eye-catching colors—it provides for the display and operation of an actual Mixer. Also we send 2 window cards, window streamers, window corner ornaments, a supply of leaflets and full details for setting up in a few minutes a Christmas window display that is exceptional. This display material, sent you free, costs us several dollars.

makes an ideal Christmas Gift. Handsome as a piece of silver, graceful, modern design, jet black handles; chromium finish. Many new features; stands by itself and operates alone in the bowl; wide range of speed for all mixes.

**A. F. DORMEYER MFG. CO.**

Dept. EM-3, 2640 Greenview Avenue, Chicago.

Send along sample Dormeyer (Senior Model) Electric Food Mixer, with complete free display material as described, to be billed by jobber at regular dealer discount.

*The New Improved  
Dormeyer*  
**Electric Food Mixer**

Name of Jobber .....

Dealer's Name .....

St. Address .....

City ..... State .....



*"This Is The Machine I've Wanted"*



Time and again you hear that comment. People like its exclusive massage-like action—they like the way it grips and manipulates deep seated tissue. Sylph-Apollo users are boosters. Sylph-Apollo gives them the maximum benefit from mechanical exercise and massage.

Different from ordinary exercising machines. Imparts stimulating massage, rather than vibrating action.

Excellent proposition for dealers. Investigate the successful new product and sales plan.

**The Sylph-Apollo Co., Dept. B, Toledo, Ohio**



**DEC  
25**

## It's Not Too Late For These BIG Christmas Profits

This year, Metal Ware has made special arrangements to meet that last minute call which always comes just before Christmas.

### WIRE COLLECT

Wire for the big Empire catalog—showing the most complete line of electric percolators on the market and a complete line of electric household appliances.



8-Cup  
Empire  
Electric  
Percolator

### Prompt Shipment

Dealers can assure their customers of 24-hour shipment from the factory on any reasonably sized order.

### and Don't Forget

Metal Ware is featuring many new and exclusive items—big sellers—at popular prices—with liberal dealer discounts.

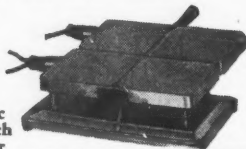
### METAL WARE CORPORATION

General Offices and Factory  
TWO RIVERS, WIS.

Branch Offices: Chicago, New York, San Francisco.  
Export Distributors: John H. Graham & Co., Inc.,  
New York. Sold Through Jobbers.



Electric  
Sandwich  
Toaster



Natural and  
Composition



Cut or Died  
to Any Shape

Sheets, Discs, Washers, Cylinders, Tubes,  
and Mica Tape

Flexible Moulding and Segment Plate  
Shade Plate and Torchieres

**TAR HEEL MICA COMPANY**

Box 5, Plumtree, N. C.

Miners and Manufacturers

Established 1908

### A New Softness and Comfort



Here is a heating pad without lumps or bunches—a pad with a woven heating element, which affords an even heat over the whole surface, with a real softness, comfort and flexibility you never before dreamed could exist in a heating pad.

Nor do the satisfaction-producing qualities of this new Woven-heat pad stop here. It provides a choice of six different temperatures to the user, and heats up in two minutes instead of twelve or fifteen. Hewitt Elec. & Mfg. Co., 44 Brookline Street, Cambridge, Mass.

**HEWITT**

Heating Pads — Special Industrial Heaters — Electric Blankets

## Store Management Methods That Stimulate Sales and Increase Profits

IN the last analysis there is only one reason for the existence of any store—the fact that the store makes a profit. But in a great many cases, the profit is not as large as it might be, due either to faulty methods of management or to antiquated systems.

How this additional profit can be obtained and the steps which must be taken in order to realize it are given in:

## Methods of Retail Management

By WILLIAM E. KOCH, Business Counselor

272 Pages, 6x9, 26 illustrations, \$3.00

THE book is intensely practical from cover to cover. It deals only with the methods that have WORKED! It brings you in concentrated, readable form the results of many years of experience in showing retailers everywhere how to get MORE out of their merchandising dollars.

Stock assortment—buying records—sales quotas—the inventory—each has a definite place in retail operation. This book shows how best to utilize these and all related factors in formulating control methods that are applicable to every type of retail business.

It does not attempt to tell any retailer how to run his business, but it does formulate and present to him principles which have proved fundamentally sound and effective in practice—principles that will make his selling efforts bring the maximum profit.

### Contents

The Age of Management.  
The Profit-Making Program.  
What the Retailer Can Do With Sales Quotas.  
A Practical Basis for Positive Control of Retail Stocks.  
How Consistent Stock Assortments Are Developed and Maintained.  
How a Simple Buying Record Guides to Consistent Assortments.  
How a Better Expense Budget Leads to Greater Retail Profit.

Gaging Profit By Lines.  
How Fast Should the Merchandise Move?  
A Study of Mark-up Percentages.  
Can the Inventory be Made More Helpful?  
What Should the Bookkeeping System Accomplish?  
More Profit Through Use of Figure Facts.  
High Lights in Buying.  
High Lights in Controlling.  
High Lights in Selling.  
A Study in the Selling Price.

Order NOW—Use this coupon

## McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

You may send me on 10 days' approval Koch—Methods of Retail Management, \$3.00. I agree to remit for the book or return it postpaid within ten days of receipt.

Subscriber to Electrical Merchandising?.....

Signed .....  
(Please Print)

Address .....

City and State.....

Official Position .....

Name of Company.....

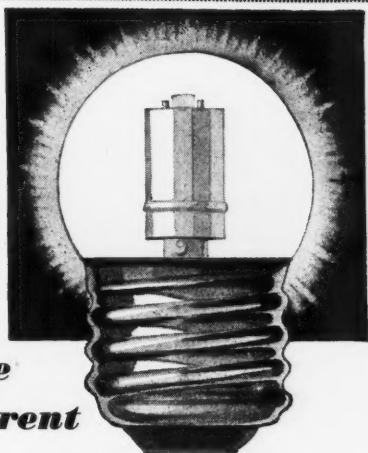
(Books sent on approval to retail purchasers in the U. S. and Canada only.)

E.M. 12-29



## NEON GLOW LAMPS

*live longest  
and consume  
the least current*



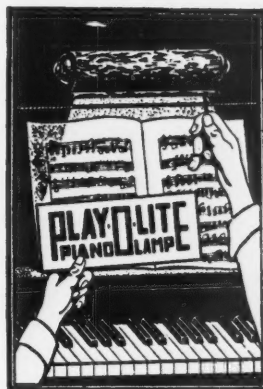
Here's a new lamp of exceptionally long life which consumes surprisingly little current—a ½ watt lamp with no fragile filament to break. The new Cooper Hewitt Neon Gas Lamp is so sturdily built that it can be used even in places subject to hard shocks and severe vibration . . . Gives distinctive light . . . Fits regular socket — and runs directly from 110 A. C. or 220 A. C. or D. C. lines . . . Many uses: as pilot lights, indicators, test lamps, etc. For details and prices, address: Cooper Hewitt Electric Co., 887 Adams Street, Hoboken, N. J.

### COOPER HEWITT

A General  Electric

Organization

402a © C. H. E. Co., 1929



Remember  
what a gift  
success this  
was last  
year

If you do not already carry these fast moving profit builders, it will pay you to stock them now for a quick turn-over. They sell big to radio and piano owners—in fact to all who desire concentrated illumination.

A. HALL BERRY

*Sole Distributor*

71-73 Murray St., New York City

**Why**  
not INCREASE YOUR  
YULETIDE PROFITS?

Set No. 70511



**T**HIS Electric Log, a very close reproduction of birch wood, fitted with Art Moderne Andirons, represents one of the many types we produce.

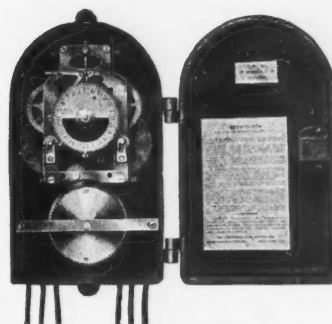
Write for complete catalog and discount sheet at once and get your share of the holiday business on this desirable line.

Manufactured by

**UNIVERSAL ELECTRIC LOG CO.**  
531 South Peoria St., Chicago, Ill.

## HARTFORD

the time switch with 25 years  
of service behind it.



All types, all capacities  
**10 amp. to 200 amp.**

The Hartford Time Switch embodies more real and lasting value than has ever before been offered in any automatic time switch, including the special marine type eight-day clock movement. Especially adapted for lighting and all power lines, two rate meter service, electric signs and display windows, etc.

There is a Hartford Time Switch in just the right type and capacity for every time switch purpose.

*Bulletins, Prices and information on request.*

**HARTFORD TIME SWITCH CO.**



A. HALL BERRY, General Sales Agents  
71 Murray St., New York, N. Y.



## BEARDSLEE CATALOG D-9

*featuring*



*A Group of  
Artistic and  
Distinctive  
Lighting Fixtures  
obtainable from  
Electrical Supply  
Jobbers*

Shaded Light — the  
sure-fire business  
getter for apartments,  
bungalows, etc.

... with a complete  
line of original designs  
at astonishingly mod-  
erate prices.

If not in your file, send for a copy  
of Catalog D-9 without delay.

**Beardslee Chandelier Mfg. Co.**  
223 S. Jefferson St.  
Chicago, Ill.



## Meet Competition

Retail  
Price  
**\$37.50**  
Stand  
Extra

with this popular-priced quality health motor!

### SPECIFICATIONS

1/6 hp. General Electric Co. Motor, 1,140 r.p.m. Three speeds or strokes. Heavy steel cover. Baked Green Enamel Finish. (Any color in lots of 50 or more.) All metal parts—hubs and strips—finished in polished brass. 4-in. Olive Green Web Belt with leather butts. Anchor strap 50 in. x 1 in. with buckle and hooks. Heavy felt base. G. E. Cord, Switch and Plug.

**FAY HEALTH MOTORS CO.**  
168 Brighton Ave., Allston Station, Boston, Mass.

## Sturtevant Super-Silent Electric Motors



for driving

Domestic Oil Burners —  
Gas Furnaces — Domestic  
Refrigeration—Adding Ma-  
chines—Ventilating Fans—  
Unit Ventilators, etc.

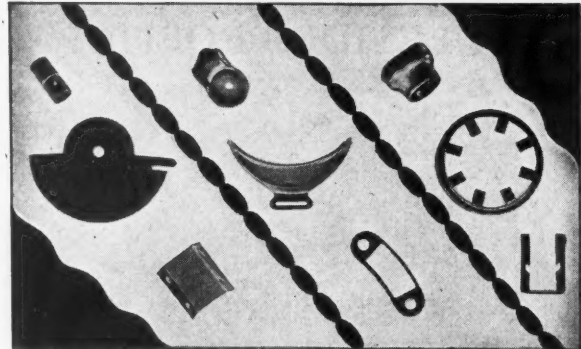
*The logical choice where  
quietness is essential.*

FURNISHED in fractional H.P.  
sizes for either A.C. single and  
polyphase or D.C. Particularly  
well adapted for driving domes-  
tic appliances and small ma-  
chinery.



**B. F. Sturtevant Company**  
Hyde Park, Boston, Mass.  
Branches in principal cities.

## SMALL METAL STAMPINGS ACCURATELY MADE



**PATTON-MacGUYER CO., PROVIDENCE, R. I.**



No. 44

Manufacturers of Motors for Over Twenty-six Years

**KENDRICK & DAVIS CO.**  
LEBANON, NEW HAMPSHIRE

## Small Universal Motors

1/100 to 1/20 Horsepower

Also battery motors  
in fractional sizes.

Write and tell us  
your problem.

## "Take it from me, Brother!"



"You don't know what you miss, if you fail  
to read the **WIREMOLD BUSINESS BUILDER**  
and Keep up with the latest News and Ideas  
for Building Up Your Own Business.

It costs you nothing to receive every issue of  
this extraordinary sales service prepared,  
edited and published exclusively for the pur-  
pose of helping the contractor **MAKE  
MORE MONEY ON EVERY JOB and GET  
MORE JOBS TO MAKE MONEY ON.** Each  
issue is cram-full of selling hints, news of  
Sales Campaign and **VALUABLE WORKING  
BLUE PRINTS.**

**WIREMOLD**  
HARTFORD, CONN.



**POSITIONS VACANT**

**POSITION** open for stock clerks and shipping clerks, familiar with electrical supplies. Must be under thirty years. Prefer single men. P-272, Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

**POSITIONS WANTED**

**DISTRICT** manager with prominent manufacturer of major electrical appliances, wants position requiring only moderate traveling. Central station new business department preferred. Have clean, progressively successful record in major electrical appliances, with background of long experience retail selling and training of men. Five years' wholesale selling, including retail co-operation with central stations, department stores, electrical and hardware stores. PW-275, Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

**POSITION** wanted with manufacturer of household appliances, 12 years' experience in sales, have wide knowledge of dealer, department store and jobbing trade. Territory Colorado west to Pacific Coast. Best of references. PW-273, Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

**REPRESENTATIVES WANTED**

**Representatives Wanted**  
Who are now selling hardware and electrical jobbers. Self-Timer Waffle-Iron Co., 65th and Laramie Ave., Chicago, Ill.

**REPRESENTATIVES AVAILABLE**

**Would Like to Service and Represent**  
Manufacturer's article requiring service in Massachusetts or New England states. Theo Electric Co., 85 Morton St., Forest Hills, Mass.

**MANUFACTURER'S** representative wants additional industrial lines for Chicago territory. Electrical engineer with extensive sales and engineering experience in both mechanical and electrical fields. Send complete information. RA-274, Electrical Merchandising, 520 No. Michigan Ave., Chicago, Ill.

**MANUFACTURER'S** agent So. Calif. wants lines, long experience, wide acquaintance, Central Stations and jobbers. Address Agent, 15 South Almansor Street, Alhambra, Calif.

**EXPERIENCED SALESMAN**

Wanted to represent large electrical manufacturer of heating appliances and ranges.

Applicant must be of highest calibre and be able to sell central station and syndicate executives in the New England Territory. Headquarters to be in Boston. State salary expected.

Address RW-271, Elec'l Merchandising Tenth Ave. at 36th St., New York City

**Vacuum Cleaner Supplies**

**BELTS** for Hoover—per 100—\$5.50.

**BRUSHES**—rebristled and refinished like new—Hoover. Lots of 25—each, 40 cents.

**Attachments** — Armatures — Bearings — Wheels and Other Parts for All Standard Makes.

Write for Bulletin

**Automatic Electric Service**

A Complete Vacuum Cleaner Service  
627 W. Lake Street, Chicago, Illinois

**All Makes—\$5.00 And Up**

**Rightly Rebuilt Vacs**

Your selection of the world's famous vacuum cleaners, all fully guaranteed at great saving over original price. Equipped, if desired, with exclusive feature "Zipper" bags and non-breakable, non-shorting plugs. Each fully guaranteed perfect in action and appearance.

**Continuous Supply Assured**

Replace your repairs with newer and better vacs at greater profit and save the bother.

**Allowance on Trade-ins**

**ATTACHMENTS**, armatures, bags, belts, brushes, bearings, wheels, assembly and motor parts and all else. Largest line. Highest quality. Lowest prices.

**Catalogs Sent Free**

**UNITED ENTERPRISES, INC.**

13005 Athens Ave., Cleveland, Ohio, U. S. A.



**High Grade Executive Salesman**

Desires connection with manufacturer as regional sales manager or district manager. Thorough knowledge of department store, central station and specialty dealers. 15 years' experience merchandising electrical specialties, capable of organization retail or wholesale field salesmen. Can furnish splendid references of past performances.

PW-276, Electrical Merchandising Tenth Ave. at 36th St., New York City.

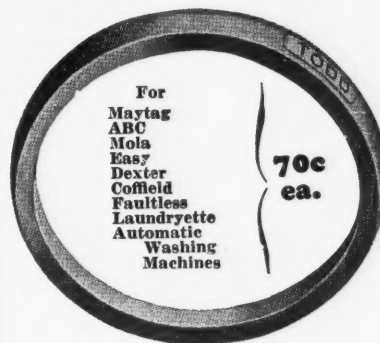
**WASHERS FOR SALE**

50 Easys and 25 ABC spinners, brand new, latest models in factory crates, will sell all or part.

CLAUSS ELECTRIC SERVICE, INC.,  
Cincinnati, Ohio

**Washing Machine —BELTS—**

Jobbers and Dealers can save money by purchasing their Belts from us. We believe we have a larger assortment of washer belts than any other manufacturer of our kind in the United States.



Order 6 at a time. Postage Prepaid.

(Manufacturers of Todd DRAIN-A-TUBS)

**THE TODD COMPANY**

914 Grand Ave., Kansas City, Mo.

**Vacuum Cleaner Armatures**

Rewound exchange price  
\$2.50 each

Rebuilt Vacuum Cleaners

Eureka Hoover

Vacuum Cleaner Parts and Supplies

Belts for Hoovers 10c.

Belts for Premier 5½c.

Vacuum cleaner brushes  
rebristled \$.50 each

Here Are Some Real Bargains

Pomranz Electric Co.

4552 Sheridan Ave., Detroit, Mich.

**KEEP POSTED ON PRICES**

With no obligation to you, this coupon will bring you our bargain listings on Radio and Electrical merchandise. Send for it now.

S. S. Jobbing House

154 W. 26th St., New York City, N. Y.

Please send your listings.

Name .....

Address .....

City ..... State.....

**Highest Prices Paid for Trade In Vacuum Cleaners**

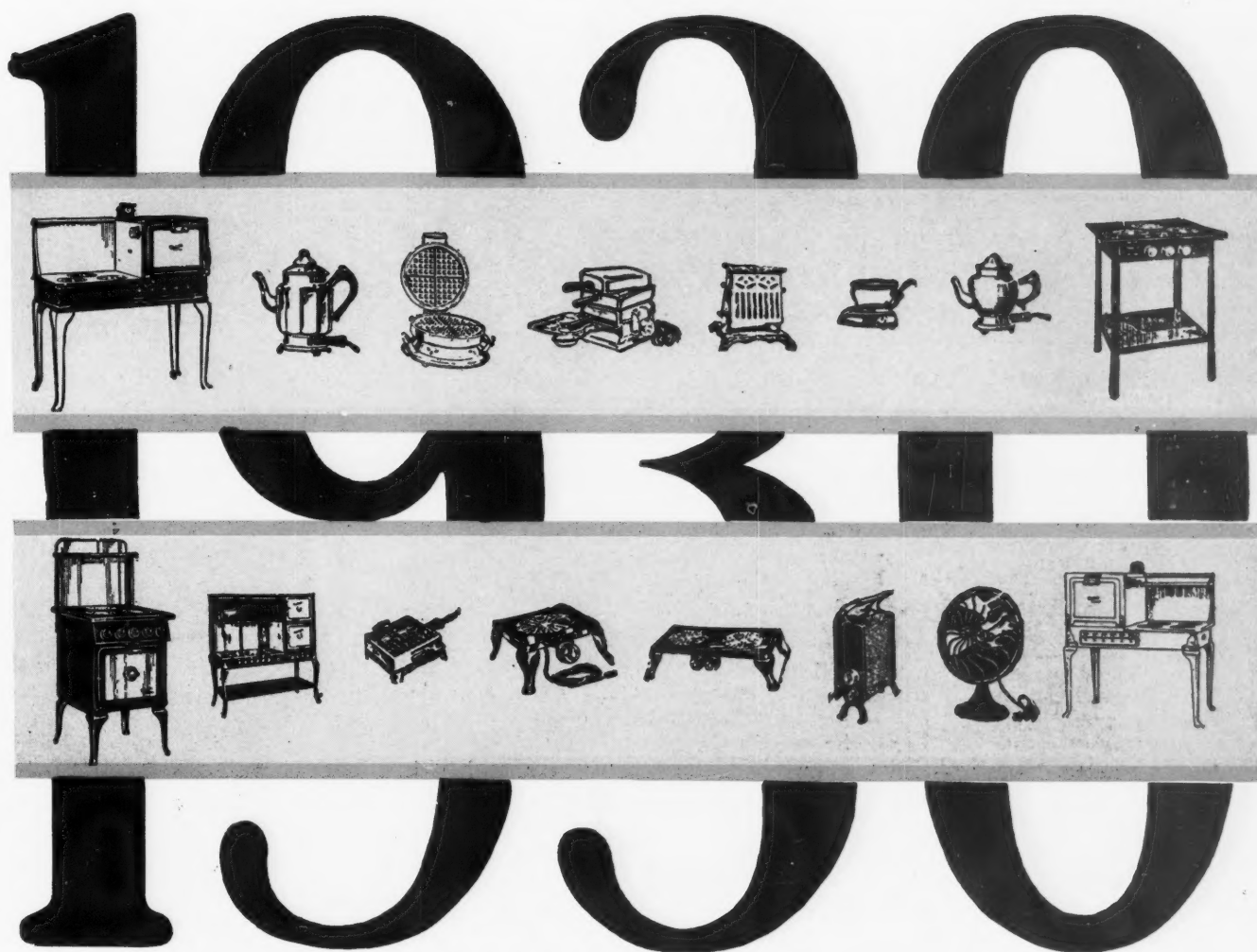
Send in your list of cleaners on hand.

Ashland 4573

S & K VACUUM CLEANER CO. 150 E. 28th St., New York City, N. Y.







# A Prosperous *Marion* Year

The progressive dealers featuring Marion Appliances and Ranges in 1930 are certain to have a profitable year. For Marion Electric Household Servants are what the buying public wants. High Quality, Attractive Designs, and Reasonable Prices will make the Marion Line a best seller in 1930 as they have in 1929.

*Prepare for a big "Marion" year.*

*Successfully Made By*  
**Rutenber Electric Company, Inc.**  
*General Offices and Factory*  
**MARION • INDIANA**

San Francisco, Calif.  
 Sharon Bldg.  
 New Montgomery St.  
 St. Paul, Minn.  
 2362 University Ave.  
 New Haven, Conn.  
 152 Temple St.

Detroit, Mich.  
 3337 Whitney Ave.  
 Seattle, Wash.  
 Pioneer Bldg.  
 Omaha, Nebr.  
 Baum Bldg.  
 13th and Farnum Sts.

St. Louis, Mo.  
 118 No. 18th St.  
 Phoenix, Ariz.  
 1804 Yale St.  
 Atlanta, Ga.  
 201 Bona Allen Bldg.  
 Boston, Mass.  
 101 Milk St.

1304 Linden Ave.  
 Baltimore, Maryland  
 Chicago, Ill.  
 844 Rush St.  
 New York, N. Y.  
 Room 869  
 200 Fifth Ave.  
 Kemper Bldg.  
 Kansas City, Mo.





XMAS

PROFITS

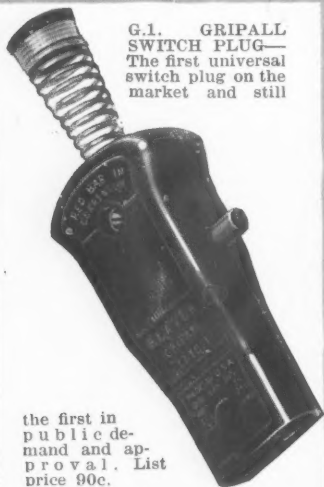
WITH



## BEAVER'S fast-selling over-the-counter numbers

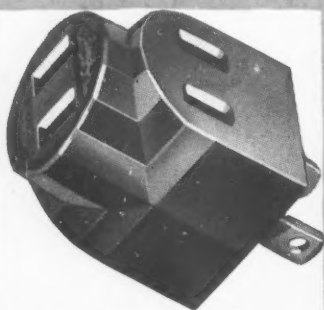


J.33 HANDLE CAP—Made of Genuine Bakelite. List price 25c. each.



G.1. GRIPALL SWITCH PLUG—The first universal switch plug on the market and still

the first in public demand and approval. List price 90c.



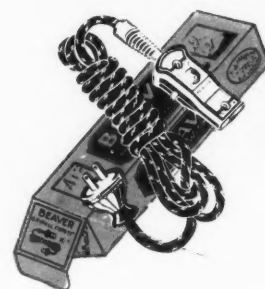
L.A.4. CUBE TAP—Genuine Bakelite. Makes three outlets where there was one. Very attractive. List price 20c.



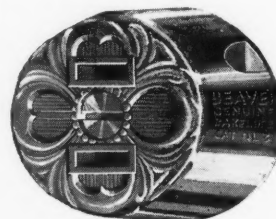
T.1. FOUR WAY TABLE TAP—Made of Genuine Bakelite in attractive color combinations. List price \$1.50.



B.15. SYMMETRICAL TWO-SIDED PLURAL SOCKET—Genuine Bakelite in black, or color combinations. List 35c. each.



K.2. GRIPALL SWITCH PLUG CORD SET—High-grade triple covered heater cord 7 feet long, with switch plug on the end. List price \$1.85.



Q.L.3. CONVENIENCE OUTLET—for home wiring. Genuine Bakelite beautifully molded. List price 20c. each.

Yes, we'll all be interested in *Profits*—but does the surest road to profits mean blinding yourself to *Quality* and thinking solely of price? We think *NOT*.

In spite of competition and ever lowering prices the shrewd electrical merchant realizes that his reputation depends on the lasting quality of what he sells. He realizes that the *Beaver* name and the quality for which it stands is worth any slight difference in his cost.

So we are continuing to make wiring devices second to none in quality for those merchants who believe as we do.

FREE  
SAMPLE

We will send a sample of any item shown here to any merchant on receipt of 10c. to cover mailing costs to give you a chance to compare.

### BEAVER

Manufacturing Company

625-645 N. Third St., Newark, New Jersey

# BEAVER



